

# HELENA SHI

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## EDUCATION

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**The University of Texas at Austin** Master of Science in Business Analytics May 2019  
Overall GPA: 3.74

Coursework Includes: Data Analytics Programming, Advanced Predictive Modeling, Database Management, Decision Analysis, Text Mining, Marketing Analytics, Supply Chain Statistics, and Stochastic Control and Optimization

**The University of Texas at Austin** Bachelor of Business Administration, Marketing May 2018  
Bachelor of Arts, Plan II Honors  
Overall GPA: 3.79

**ESADE Business School** BBA SIP International Marketing in Barcelona, Spain June – July 2016

## EXPERIENCE

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**Helena Shi Essay Consulting** – Austin, Texas September 2018 – Present  
• Edited personal statements & essays to perfect content, structure, and grammar, earning over \$500 and generating 5-star reviews

**Target Corporation** – *Marketing Intern*; Minneapolis, Minnesota June 2017 – August 2017  
• Headed an eight-week experimental study to evaluate and recommend a new methodology, implementing copy testing and fractional factorial design to understand the cross-campaign effectiveness of four multimillion dollar campaigns  
• Educated team on Target's differentiation in strategy and creative style compared to four competitors' summer campaigns

## ACADEMIC PROJECTS

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**Sketch Classification with Deep Learning** – *Advanced Predictive Modeling Project* Fall 2018  
• Collaborated with 4 team members to clean, preprocess, and analyze Google's Quick, Draw! doodle dataset  
• Classified doodles using random forest, KNN, multi-layer perceptron, and convolutional neural networks with 92% accuracy

**Online Retail RFM & Market Basket Segmentation** – *Marketing Analytics I Project* Fall 2018  
• Collaborated with 4 team members to analyze 500k transactions, detect purchasing patterns through market basket analysis, segment customers using RFM analysis, and recommend 4 potential offer discounts to reduce churn

**Plan II Senior Thesis** – *"Breaking the Internet: A Study of Generation Z & Viral Marketing"* Fall 2017 – Spring 2018  
• Surveyed 168 individuals on three case studies to explore the convergence of Generation Z characteristics and viral marketing  
• Analyzed data through backwards regression, principal component analysis, and factor analysis on R to develop three conclusions  
• Reviewed over 50 pieces of academic literature concerning the Generation Z market and viral content conditions

## LEADERSHIP EXPERIENCE AND ACTIVITIES

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**Re:Sound A Cappella** – *Co-Leader (Fall 2016 – Spring 2017)* Fall 2014 – Spring 2018  
• Directed 10 individuals to rehearse, organize, advertise, and perform at annual Spring Show, resulting in over 200 attendees  
• Performed original arrangements at the China Care Benefit Concert, raising over \$1,000 for orphans in China

**Target Corporation Case Competition** – *1<sup>st</sup> Place* Fall 2015  
• Recommended augmented reality, multi-echelon optimization, and curb-side pickup to reduce costs and increase satisfaction

## HONORS

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• Recipient of South Wireless Summit Scholarship & TXWA Scholarship Spring 2017 – Fall 2017  
• Recipient of Mary Ann Dingman Memorial Endowed Scholarship Fall 2014 – Spring 2018

## ADDITIONAL INFORMATION

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**Computer Skills:** Python (In Progress), R (In Progress), SQL (In Progress), Proficiency in MS Word, Excel, and PowerPoint

**Languages:** Fluent in Mandarin Chinese

**Interests:** Machine Learning, Artificial Intelligence, Marketing Analytics, Viral Content & Marketing, A Cappella

**Work Eligibility:** Eligible to work in the U.S. with no restrictions