

Scarlett Xiao

xiaoscarll@gmail.com | (763)3298464 | [Github](#) | [Portfolio](#)

Education

University of Minnesota, Twin Cities | **Bachelor of Arts in Computer Science** Graduation: May. 2025

- Relevant Coursework: Artificial Intelligence, Data Mining, Machine Learning, Software Engineering, Machine Organization, Principle of Database, Data structures, Algorithms analysis, Real Analysis, Probability Theory
- *GPA: 3.79/4.0*

Work Experience

Collective Measure, Data Analyst Intern MN, USA, Jun. 2025-Current

- Built and managed a **Python**-based pipeline for running **Media Mix Modeling (MMM)** using Google's **Meridian** package within a custom virtual environment
- Collaborated with data scientists and engineers to troubleshoot and redesign 4 key visualization components, improving **UI/UX** clarity for client reporting.
- Built cross-platform dashboards in **Looker Studio** by aggregating data from **Google Search Console, Google Analytics, and BigQuery** to track media campaign performance across publishers; delivered actionable insights to the Head of Media to inform strategic planning and optimize channel investments.
- Contributed to the 2025 [State of the Profession Report](#) by supporting data aggregation and dashboard development in collaboration with Fusion Hill and BrandLab
- Visualized 2k+ lines of demographic and inclusion-related survey data using **Looker Studio** and provided insights to inform industry-wide DEI benchmarks across the Midwest.

Global Minnesota, Strategic Communications & Data Analyst Intern MN, USA, Sept. 2024-Jan. 2025

- Led a data-driven consulting initiative, optimizing audience engagement strategies by analyzing multi-channel marketing performance across **email, Twitter, LinkedIn**, and the official website.
- Built and maintained **Google Analytics** and **Excel** dashboards, tracking key metrics like conversion rates, audience retention, and engagement trends.
- Refined email marketing strategies through **A/B testing** of subject lines, content structures, and send times, boosting 4.2% of click-through and open rates.
- Provided data-driven insights in **Tableau** to senior leadership and marketing teams, shaping content strategy, audience targeting, and marketing automation improvements.

[Ojibwe People's Dictionary](#), Data Engineer MN, USA, May 2024-May 2025

- Managed the **MySQL** relational database, ensuring data integrity and security for over 30,000 records.
- Responsible for designing and maintaining 50+ database objects, including tables, views, stored procedures, and triggers, optimizing database performance and reducing query execution time using Git for version control.
- Optimized database queries through advanced indexing and query optimization techniques, reducing run time by 17.8%, and implemented changes using SVN.
- Collaborating with the Ojibwe People's Dictionary director, professors, and three fellow students to optimize and manage the database, resulting in a 22.7% increase in data retrieval efficiency.

Skills

- Languages: Python, R, SQL, Java, JavaScript, HTML, MATLAB, Bash, PyCharm, RStudio, IntelliJ IDEA, Visual Studio Code, Jupyter Notebooks, Google Colab
- Analytics Libraries: Pandas, NumPy, Matplotlib, Seaborn, GeoPandas, Meridian, Scikit-learn
- Data Tools: Looker Studio, Tableau, Power BI, Google Analytics, Google Tag Manager, Excel (Power Query, PivotTables), Adobe Analytics, MySQL, PostgreSQL, Snowflake, BigQuery, DataGrip
- Marketing Platforms: Salesforce Marketing Cloud, Adobe Campaign, Google Ads, Meta Ads Manager, LinkedIn Campaign Manager, Mailchimp, Google Tag Manager, Adobe Analytics

Other Experience

Lead Liaison Coordinator, TEDx | Fundraising Chair, Alpha Phi Gamma National Sorority | Multimedia Technician, University of Minnesota