

# Wenjing Ge

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## TECHNICAL & PROFESSIONAL SKILLS

Marketing: Google Analytics (KPIS), Digital Marketing, CRM, Facebook Ads, Google Ads.

Supply Chain: ERP Management, EOQ & ROP Model/ Risk Management/ CPM/ PERT

Business Analyst: SQL, Advanced Microsoft(Dashboard/ Data Analysis/ Regression/ Pivot Table), NodeXL, R  
Basic Accounting & Finance (Reporting/ Portfolio/ Risk management)

## PROFESSIONAL EXPERIENCES

### **5Miles LLC.**

Dallas, TX

#### *Marketing operation Analyst*

Sep 2019-Current

- Using Zendesk, with 11,411 tickets per month, over 5GB data, to analyze and summarize the information, and develop actionable, repeatable reporting highlights relevant business trends and opportunities for improvement. Increased customer satisfaction rate by 30% in two weeks after analyzing the customer insights and finished template for the customer service group with text mining.
- Researching information from the CRM system and utilizing customer research to understand trends and opportunities; leverage knowledge to drive revenue, increase yield, improve market share and enhance customer loyalty. Directly managing B2C filed, providing consulting service to two-sides clients to increase value and ROI to our clients.
- Interacting with executives, managers, subject matter experts and working with teams to develop KPIs for various departments.

#### *Purchasing Analyst*

- Supporting the new project, provide new assets & approve creative & copy on new campaigns to support new product launches, markdowns, and promotions. Analyst the data from Shopify, including conversation rates, purchasing sessions to support digital marketing campaigns.
- Created a supply chain database for a new project and support the forecasting of future purchases. Analyzing spending & price by gathering information from queries and other sources.
- Working with China supply-chain team to develop and periodically publish metrics and dashboards

### **T SOG (The Shoulders of Giants)**

Dallas, TX

#### *Non-profit project Analyst*

Mar-May 2019

- Responsible for data research and collection from various social media platforms and transferred the data to AS-IS & TO-BE business model (resources, partners, cost and revenue) in the financial report evaluate challenges and opportunities in the future and current state.
- Provide leadership to the project team and optimize the digital strategies to support cross departments. Drive clear, concise, attractive marketing campaigns, and solutions to support customer (sponsors) relationships. Develop benchmarking performance across the online channel to identify sponsors' demands and marketing insights to be applied in practice.
- Data analysis with R and NodeXL to present the networking effects . Work side-by-side with the social media team and the financial department to ensure campaign setup, adjustments, promotion, performance and cooperation are effective and efficient. Lead the project team to solve the digital problems of the company and gain more followers across the website.

## EDUCATION BACKGROUND

### **Dallas Baptist University**

Dallas, TX

Master of Business Administration – MBA - Marketing Analysts

Aug 2020-Current

### **Southern Methodist University, Cox School of Business**

Dallas, TX

Master of Science of Management

## LEADERSHIP EXPERIENCE & PROJECT

### **Breakfast Brands Analysis**

Dallas, TX

#### *Marketing Analyst*

Apr 2019

- Used WA (web analysis) to gather data foreach brand and used marketing research to complete a prediction of the development of each company. Used R to insert the data and do the text mining which helped to understand customer characteristics, demand and willingness to pay. Made final report in Excel and calculated the ROI, ROE of different metrics.

### **China Disabled Persons' Federation** Lianyungang, China

#### Leader of Voluntary Team

Sep 2017

- Helped those who are unable to go to school because of disability and low-income family by teaching them what we would learn in school and expand their interest. Arranged meeting at the end of the day, collected information of each family and shared them to other groups. Was published in the local newspaper for work done.