

Kian Xie

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Summary

Client-focused marketing and data specialist with extensive mathematical knowledge, focused in applied statistical analysis and marketing data analytics. Excellent ability to present and communicate technical and analytical concepts to non-analytical people. Skilled at interpreting, analyzing and visually representing data, discerning and validating trends, automating processes, conducting quantitative market research, and testing and optimizing marketing campaigns. Adaptable, fast learner. Proficient in SQL, Tableau, MS Office, and advanced functions in Excel.

Skills & Certifications

- Public speaking, presenting, and leadership: 12 years in educational field, designing and directing programs
- SQL/PostgreSQL: Building complex queries of large data sets; joins, grouping, aggregation, nested subqueries, and set theory clauses
- MS Excel: Advanced statistical functions, macros, formulas, conditional formatting, Pivot Tables, and Power Pivot
- Tableau: Data visualization and interpretation; choosing the best visual methods to communicate insights
- Statistical hypothesis testing: determining necessary conditions, confidence level and statistical power
- Google Analytics Individual Qualification (2018)
- DigitalMarketer Certified Optimization and Testing Specialist (2018)
- DigitalMarketer Certified Customer Value Optimization Specialist (2017)

Professional Experience

Digital Marketing & Analytics Consultant

Heal Your Marketing – Providence, RI

June 2016 - present

- Advise and coach clients on digital marketing strategy and implementation of automated marketing campaigns for business owners in the fields of education, consulting, and healthcare
- Test interface usability, execute A/B tests, automate communication and tracking, and generate optimally targeted traffic for conversion
- Analyze quantitative market data to determine specifications for ad targeting, reducing paid traffic costs by creating demographic consistency
- Use predictive modeling and probability distributions to calculate the lifetime value of a customer and make data-driven recommendations for pricing offers and setting advertising budgets
- Perform regression analysis to analyze and predict changes in conversion rate, cost per result, and other relevant metrics in a campaign
- Lead meetings and conference calls to explain technical processes directly and concisely to clients

Program Supervisor, Youth Employment Digital Marketing Bootcamp

Academy for Career Exploration – Providence, RI

May - August 2017

- Designed and implemented a custom curriculum for teaching digital marketing to high school students; topics of study included data analytics, client-focused marketing, finance, and communication skills relative to developing marketing campaigns for local businesses
- Engaged corporate partnerships for presentations and on-the-job exposure
- Mentored and supervised a team of 25 high school student employees and two program assistants
- Created new measurements for tracking student outcomes

Assistant Professor, Mathematics

Rhode Island College – Providence, RI

September 2015 - May 2016

Adjunct Professor, Mathematics

RWU School of Continuing Studies – Providence, RI

September 2017 - present

Rhode Island College – Providence, RI

September 2013 - present

Program Director, Music Education

BASICS: Music Is Instrumental – Cranston, RI

2011-2013

- Taught and designed training materials for after-school educational programs
- Supervised five instructors to coordinate projects and familiarize them with new training materials

Education

Rhode Island College

M.A., Mathematical Studies

B.A. (Honors), Mathematics

Research Experience

Undergraduate Honors Project: “Irreducible Elements in the Integers Modulo n ”

- Demonstrated methods for identifying patterns and insights from large volumes of quantitative data
- Presented at the Mathematical Association of America’s annual conference under a grant from Pi Mu Epsilon