

JENNY LI

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EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY **Atlanta, Georgia**
B.S. Industrial Engineering (Economic and Financial Systems), Minor in Economics *Aug 2015 – May 2019*

- GPA: 3.21 (with Honor)
- Distinctions: Georgia Tech Honors Program Student, Dean's List, Zell Miller/HOPE Scholarship

Beijing–Singapore Industrial Engineering Study Abroad Program *May 2018 – Aug 2018*

- Completed coursework under instruction from Georgia Tech and National University of Singapore faculty while living in Singapore, Vietnam, and China

EXPERIENCE

THE COCA-COLA COMPANY **Atlanta, Georgia**
Planning and Performance Co-op *May 2017 – Aug 2017*

- Optimized targeting of the teen and young adult demographic by bottlers and customer teams via development of a data analysis and visualization process utilizing Microsoft Excel and Tableau
- Audited and built weekly financial data reports using Nielsen NITRO tools within Microsoft Excel

Revenue Growth Management Co-op *Aug 2016 – Dec 2016*

- Streamlined the weekly report auditing process by using Nielsen NITRO to build a reference guide for relevant brands and their competitors, providing an easy-to-use resource for planning teams

UNIVERSITY OF MISSOURI INFORMATICS INSTITUTE **Columbia, Missouri**
Research Assistant *Jun 2014 – Jul 2014*

- Orchestrated a bioinformatics project to apply Big Data to identify and strengthen evidence of links between potential syndromic genes and autism spectrum disorders

LEADERSHIP

PHI SIGMA PI NATIONAL HONOR FRATERNITY – EPSILON THETA CHAPTER **Atlanta, Georgia**
President *Jan 2018 – Dec 2018*

- Restructured events and activities, leading to an increase in unique events by 300% and membership by 156%, through mentoring and motivating of eleven officers
- Increased Chapter funds by 180% over the previous year through careful budgeting practices

Recruitment Advisor *Apr 2017 – Dec 2017*

- Achieved highest-ever attendance of information sessions for the chapter by over 1000%, presenting to over 150 students, by heading marketing efforts and demonstrating engaging public speaking skills
- Surpassed previous record for largest new member class by over 400% by organizing appealing recruitment events and ensuring the involvement of all members throughout the recruiting process

YOUNG AMERICANS FOR LIBERTY AT GEORGIA TECH **Atlanta, Georgia**
Vice President *Mar 2016 – Dec 2017*

- Propelled membership growth of 830% across 23 months by spearheading freshman recruitment, executing 3 major campus-wide activism projects, and overseeing monthly membership drives

SKILLS

Computing: Microsoft Office Suite, Python, R, Simio, Xpress-IVE, SQL, Nielsen NITRO
Engineering: Data Analysis, Optimization, Linear Programming, Supply Chain Modeling, Simulation
Scores: SAT (800 Reading; 770 Math; 800 Writing), ASTB-E (68 OAR; 9 AQR; 8 PFAR; 9 FOFAR)
Languages: English (Native), Mandarin Chinese (Proficient)
Interests: Classically trained violinist, avid golfer, chess enthusiast, Trekkie, amateur military historian