

Lisa, Pang

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EDUCATION

UNIVERSITY OF EAST LONDON

master of Science in Computer Science

GPA: 90/100

Core Courses: Advanced Software Engineer, Artificial Intelligence, Cloud Computing, Machine Learning, Data Analytic

SINGAPORE

Jun 2024 - Jun 2025

PROFESSIONAL EXPERIENCES

CHINA CITIC BANK

Data Engineer

BEIJING, CN

Jun 2022 - May 2024

- **Data pipeline Optimization:** Refactored Python ETL scripts to increase data cleaning efficiency by 35%, increasing customer and product transaction's data processing from 50GB to 120GB.
- **Data warehouse construction:** Designed and implemented a MySQL data warehouse model for product push campaigns, prize activities, and customer metrics, supporting the generation of 10+ business line reports while reducing data redundancy by 40%.
- **Automation Tool Development:** Automated daily, weekly, and monthly data update tasks using Airflow scheduling, reducing manual intervention time from 2 hours per day to just 10 minutes.
- **Dashboard Development:** Developed reports and dashboards using Tableau, Power BI, and other visualization tools, delivering monthly data Kanban and leveraging data visualization to help businesses quickly identify issues, improving efficiency by 30%.

PARTNER CLOUD INFORMATION TECHNOLOGY

Data analysts

BEIJING, CN

Jun 2020 - May 2022

- **Data advertising analysis:** Managed an annual \$3 million advertising budget, optimizing strategies through audience segmentation, A/B testing of ad creatives, bid adjustments, and budget reallocation across platforms. These tactics led to an 18% improvement in average CTR, driving more efficient campaign performance.
- **Business operation assisted:** Developed a Linear Attribution Model using Python and SQL to analyze customer touch points across different marketing channels. The model increased the accuracy of social product customer LTV predictions by 22%, providing actionable insights for better budget allocation and customer targeting.
- **Dashboard structured:** Designed and implemented an automated reporting system using Tableau and Airflow to streamline data visualization and reporting processes. The system improved the team's analysis efficiency by 35%, enabling faster decision-making and more timely strategic recommendations.

PROJECT

RETAIL BANKING CUSTOMER CREDIT SCORING MODEL OPTIMIZATION

China CITIC Bank

BEIJING, CN

Jun 2022 - May 2024

- Refactored the traditional SAS credit scoring system to the PySpark platform, enhancing the efficiency of the ETL process by 50% and enabling terabyte-scale historical data backtracking analysis.
- Developed an automated feature warehouse using Airflow and Snowflake to dynamically generate over 100 risk dimension indicators, increasing the model AUC to 0.82.
- Implemented data lineage tracking with Apache Atlas to meet BCBS 239 compliance requirements, reducing audit preparation time by 65%.

SKILLS & INTERESTS

- **Technical:** Python (Pandas/NumPy), SQL; Spark, Hadoop, AWS (Redshift/S3/Glue), Airflow; Tableau, Google Analytics,
- **Languages:** Mandarin (Mother Tongue), English (Fluent)
- **Certificate:** AWS Certified Machine Learning, Generative AI Vocational Skill Base (linked)