Haochen (Henry) ZHOU

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Education

09/15-Now	**University of Toronto Mississauga**,　　Mississauga,ONL5L 1C6, Canada
	Bachelor of Science (Expected in May 2020)
	First Major: Economics　　　　Second Major: Applied Statistics

Professional Experiences

08/17-Now　**China United Network Communications Group Co., Ltd, Shangdong Branch**

Data analyst for the project of Establishment of Platform of Big Date for Tourism （on-line）

- Process and analyze the large datasets stored in Hadoop's HDFS by HIVE
- Assist in establishing models for tourists' residences, jobs, real time locations, choices for travel modes, and travel routes in Shandong Province.
- Analyze the tourists' background, complaints, destinations, and consumer behaviors

08/17-Now　**Marketing Department, Key Laboratory for Earth Surface Processes, Ministry of Education**

Manager of Marketing Group at Canadian Branch, Mississauga ON L4Z 1P9, C.A.

Assistant of Marketing Manager of the Marketing Department, Online

- Promote 'Beidou, China Adolescents Science & Technology Innovation Contest' in China
- Co-established the marketing group for the contest at Canada Dewey College, C.A., the only co-organizer in Canada in 2017
- Design the marketing and advertising strategies for increasing the reputation of this contest in P.R.C and C.A.
- Has attracted more than one hundred teams to participate into the contest in C.A.

09/17-04/18　**CUA (one of the biggest Chinese student community in GTA)**

Co-leader of Marketing Group

- Provided ideas on events in innovative ways
- Helped CUA successfully increases 200 members within one year
- Used Adobe Photoshop to designed posters for activities advertisement
- Organized and promoted the Motor Show with YST AUTO in March 2017

Related Projects and Coursework

07/18-08/18　**Project: Study on Insufficiency of CCT Garage**

The course of Surveys, Sampling and Observational Data

- Identified the drawbacks of CCT garage on the school campus, on aspects of quantity and location.
- Determined the data collection method and the amount of sample size
- Analyzed the data by R
- Gained 85 on the project evaluation and the presentation

05/16-06/16　**Biz-Café Group Project**

The course of Introduction to Management Functions

- Applied the concepts and methods of marketing to a simulation that running a café.
- Cooperate with people to decide company goals and strategy.
- Analyzed the potential marketing opportunities by SWOT analysis, Marketing Mix, etc.
- Got 87 out of 100 mark on the project evaluation

Skills

- **Languages:** Mandarin (Native)and English (First language in university)
- **Computer skills:** Microsoft Offices (6 yrs.), Photoshop (2yrs.), R (2 yrs.) and Python (1 yr.)