ANDREW LENG LY

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EDUCATION

California State University, Chico
Bachelor of Science in Management Information Systems — Cumulative GPA: 3.70

Certifications
McGraw Hill - Microsoft Excel Black Belt | **IBM** - AI Product Management | **Google** - Project Management | **AWS** - Cloud Practitioner | **Microsoft** - UX Design | **Adobe** - Marketing Specialist

WORK EXPERIENCE

Founder & Web Developer - Parabox Digital, LLC | Antelope, CA — Aug 2024 - Present
- Designed a monthly client Scoreboard report that condenses results into four core numbers and one recommendation.
- Built scan tracking and a monthly report API into Parabox QR Studio to feed campaign data into client Scoreboards.
- Manage Google Ads and Meta ad campaigns for an auto body client, from ad creative through owner approval.
- Delivered 50+ client websites with SEO built in, at 95% client satisfaction and 100% on-time delivery.

Student Ambassador - Sierra College Basic Needs Center | Rocklin, CA — Jun 2023 - Aug 2024
- Introduced digital visitor logs that captured 60% more student visits and gave staff usage data for planning.

PROJECTS

The Case for Third Places - Data Case Study — Nov 2026
- Ran seven data studies on loneliness and gathering places; recommended FourthSpace launch in south Sacramento libraries.
- Fit survey-weighted models on federal microdata and mapped walk access to indoor venues across Sacramento County.

Gridwatch - Outage Analysis — Nov 2026
- Built a 15-minute record of California power outages lined up with Red Flag Warnings to test whether outages track fire weather.

Campus Rec and GPA - Data Case Study — 2026
- Weighed studies of rec use and retention; recommended a lottery to test if rec use keeps at-risk Chico State first-years.

Handshake and LinkedIn - Data Case Study — 2026
- Recommended Handshake sell employers a verified applicant channel first, then add alumni referrals and proof of skill on that base.

TikTok US STEM Feed vs. Douyin - Data Case Study — Oct 2026
- Tested 4 hypotheses and kept 3, then recommended a verified teen home screen and paid STEM creators.

Duolingo Streaks Study - Data Case Study — Oct 2026
- Tested whether streaks and leagues build language skill or mostly daily logins; recommended rewarding mastery checks.

DataFest Awarded Competitor - American Statistical Association — Apr 2025, Apr 2026
- Analyzed a large real-world dataset in 48 hours with a team using statistical modeling and data visualization.

ERPsim Competition Finalist - SAP University Alliances — Mar 2026
- Ran real-time operations for a simulated manufacturer in SAP S/4HANA; placed 3rd regionally, 7th continentally.

LEADERSHIP EXPERIENCE

College of Business Senator - Associated Students of CSU Chico | Chico, CA — Aug 2025 - May 2026
- Elected to represent 1,700+ College of Business students and served as liaison between the college and Associated Students.
- Evaluated and recommended student learning fee proposals as the senate's appointee to the college fee committee.

President - Delta Sigma Pi | Chico, CA — Oct 2024 - May 2026
- Grew active membership from 3 to 25 and chapter revenue by 400% with new recruitment and financial frameworks.
- Improved meeting efficiency by 40% with structured agendas and decision tracking across 20+ meetings.

TECHNICAL SKILLS & ACTIVITIES

Technologies Used: SQL, PostgreSQL, Python, pandas, Tableau, Power BI, Microsoft Excel/Project/PowerPoint, Google Workspace, SAP S/4HANA, Google Ads, Meta Ads Manager, AWS, Git/GitHub, Notion, Jira, Claude, ChatGPT.
Technical Skills: Data Modeling, Data Aggregation, Data Visualization, Statistical Modeling, KPI Reporting, Hypothesis Testing, Option and Risk Analysis, A/B Testing, Market Research, Competitive Analysis, Entity-Relationship Diagrams.