
QIYI WU

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📍 New York

SUMMARY

Passionate an aspiring data-driven marketer.

A global citizen and a skilled data analyst with the proven ability to motivate and support business teams. Logical, positive and solutions-focused with an entrepreneurial spirit and can-do collaborative approach to any task

GENERAL

Tools: Google AdWords, Google Analytics, Google Docs, Excel, PowerPoint, R, Python, Illustrator, Photoshop, Tableau, Visio, Access, Trello

General: Data Analytics, Market Research, Data Visualization, Graphic Design, Event Planning and Promotion, User Behavior and Needs, Project Management, Visa Procurement

Language: Proficient English, Mandarin, Cantonese, and Spanish (Basic)

MEMBERSHIP

She Runs It

Brunchwork

EDUCATION

Syracuse University / Master of Science in Information Management

Aug 2017 - May 2019, Syracuse, New York

- GPA of 3.95 and awarded the Graduate Program Excellence Award

Guizhou University of Finance and Economics (Hon) / Bachelor of Management in Information Management

Sep 2011 - Jun 2015, Guiyang, Guizhou

- GPA of 3.5 and second prize: Innovative Entrepreneurial Training Plan Program
 - Publication: Understanding Information Behavior / Needs of Students
 - Student Exchange: Thai Culture in Muban Chombueng Rajabhat University
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WORK EXPERIENCE

Research Assistant / Syracuse University – Bits Lab

Online Social Media and Human Behavior Research

Dec 2017 – May 2019, Syracuse, New York

- Extracted word categories for customer segments and machine learning models
- Defined across 5 segments correlations between language and decision making

Market Analyst – Intern / French Bay Real Estate

Startup Focusing on Portfolio Management

Jun 2018 - Aug 2018, Syracuse, New York

- Delivered mind map across the local short-term rental market (competitors, location, growth). Used to provide a market overview
- Provided framework to inform copy for listings - researching top 19 Airbnb cities

Business Development Assistant / China Railway No.5 Engineering

Global Engineering and Infrastructure Consortium

Jun 2015 - Jul 2016, Accra, Ghana

- Delivered to target, achieving \$4M in recovery payments
- Worked with consulates to ensure efficient transfer of staff from China - Ghana
- Assisted event planning for 150 staff, including: marketing material production, distribution, guest list and budget management of \$10,000

School Vice President / Guizhou University of Finance and Economics

Sep 2013 - Dec 2014, Guiyang, Guizhou

- Representing 18 students, delivering 4 initiatives and leading 4 teams
 - Worked in a team of 9 to improve campus life attracting 100+ students for the Voice of China-Pepsi Live for Now
 - Increased Student Union reputation delivering the first campus E-Sport Game Contest: League of Legends (50+ teams). Raising \$5,000 in donated funds
 - Established a monthly library event series called: Real-Life Library
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VOLUNTEER

Syracuse University / Graphic Designer & Graduate Mentor

Aug 2018 - Apr 2019 & Dec 2017 - May 2019, Syracuse, New York

- Refined iSchool alumni datasets to deliver global alumni heatmap
- Mentored 20 students on course decision through weekly check-ins