

QiYi(Sharon) Wu

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Summary

Recent data-driven graduate with 2+ years demonstrated experience in event planning, idea creation, market analysis, data visualization and customer insights research. A self-starter with multicultural (5 countries) experience in various teams and outstanding communication. Comfortable working with data. Looking for Marketing Coordinator opportunities.

- ✓ Tools: Google AdWords, Google Analytics, Excel, Illustrator, Photoshop, Tableau, Excel, PowerPoint, R, Python
- ✓ Language: English (Fluent), Mandarin (Fluent), Cantonese (Fluent), Spanish (Basic)

Relevant Work Experience

French Bay Real Estate – Start-up focuses on real estate portfolio management (Syracuse, NY)

Market Analyst Intern

Jun 2018 – Aug 2018

- Improved work efficiency by 33% (cut down meeting time from 30 mins to 20mins) by developing a mind-map on market growth trend, competitors, investment location summary for the short-term rental market
- Increased the persuasiveness of company portfolio description by gathering insights and extracting common features from successful Airbnb listings on the top 19 U.S. cities

China Railway No.5 Engineering Ghana Ltd (Accra, Ghana)

Business Development Assistant

Jun 2015 – Jul 2016

- Organized year-end party for 150+ Chinese employees by planning for the event and designing marketing materials
- Recovered \$4M+ outstanding payments from the Ghana Government by conducting 3-month negotiation
- Resolved 10+ emergencies of falsely detained Chinese employees by communicating with Ghana Immigration officers

Guizhou University of Finance and Economics (Guiyang, Guizhou)

Vice President

Sep 2013 – Dec 2014

- Improved diversity of campus life by attracting 100+ students to join the campus singing contest (*the Voice of China-Pepsi Live for Now*) by coordinating with 9 team members
- Increased Student Union reputation by organizing and planning the first campus *E-Sport Game Contest: League of Legends* (50+ teams), including raising 30k RMB funds

Leadership and Extracurricular Activities

Syracuse University – School of Information Studies (Syracuse, NY)

Aug 2018 – Apr 2019

Graduate Mentor (Aug 2018 – May 2019), Graphic Designer (Jan 2019 – April 2019)

- Designed the cover of iSchool alumni invitation card by generating the world map from iSchool alumni database
- Assisted 20+ new graduates on course decision and assignment by having weekly communication and giving feedback

Guizhou University of Finance and Economics (Guiyang, Guizhou)

May 2013 – Mar 2015

Innovative Project Leader

- Promoted library usage by 10% of visits by designing *the Real-Life Library* event held monthly by the school library
- Identified students' information expectation including work, study and entertainment by designing questionnaires

Academia Experience

Syracuse University – Bits Lab – Online social media and human behavior research (Syracuse, NY)

Research Assistant

Dec 2017 – May 2019

- Extracted word categories (8 out of 93) utilized by susceptible and unsusceptible individuals for data scientists to build machine learning models
- Segmented 5 types of individuals and identified correlations between language use and people who changed minds

Education

Syracuse University (Syracuse, New York)

Aug 2017 – May 2019

Master of Science in Information Management (GPA: 3.95)

- Award: Graduate Program Excellence Awards

Guizhou University of Finance and Economics (Guiyang, Guizhou)

Sep 2011 – Jun 2015

Bachelor of Management in Information Management (GPA: 3.5)

- Honors: College Students' Innovative Entrepreneurial Training Plan Program (2nd Prize in Guizhou)
- Publication: *Understanding Information Behavior and Information Needs of Undergraduates and Graduates*
- Exchange Student: Studied Muay Thai and Thai Culture in Muban Chombueng Rajabhat University (3 months)