XINHUI (HARRY) WANG

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EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT   Expected graduation: Dec 2023
Master of Science in Business Analytics (MSBA), F1 STEM OPT
Courses: SQL & Basic Data Management, Advanced Workshop on Machine Learning, Data Visualization, Forecasting and Time Series, Competitive Analytics, Business Fundamentals for Analytics

UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA)   Sep 2018 - Mar 2022
Bachelor of Arts in Economics and Psychology (Double Major)

TECHNICAL SKILLS

Programming: Python, SQL, R
Analytics: AB Testing

PROFESSIONAL EXPERIENCE

BYTEDANCE   Apr 2022 - Sep 2022
International Operations Marketing Intern/ Los Angeles
- Curated three full-scale city-wide marketing campaigns, including ground promotions, digital marketing, and wild posting
- Tracked the **CPM/CPS** of the campaigns and analyzed the index statistics using **Excel** models
- Conducted extensive marketing research on schools and companies within the educational technology industry. Collected and analyzed data in **Excel** on the companies' core performance for our business development reference
- Collaborated with 20+ educational technology sector companies in the business development negotiations

HARVEST FUND   May 2021 - Aug 2021
Digital Marketing Internship/ Beijing
- Collected and processed performance data of our index products on a weekly basis using **Excel**
- Analyzed our online live streaming performance with **Python** models, conducted **AB tests** for optimization, increasing livestream revenue by 20%
- Tracked and analyzed the core data on digital marketing activities from our congeneric companies using **ANOVA** model and presented the results using PowerPoint

GRANT THORTON   Dec 2020 - Jan 2021
Risk Advisory Internship / Beijing
- Collaborated with 5 team members, completing internal risk control assessments and audits for 15 subsidiary companies
- Composed part of the Internal Control Risk Manual regarding the company's internal control process using **Visio** and **Excel**

CITIC SECURITIES   Jun 2019 - Sep 2019
Investment Internship / Beijing
- Gathered and recorded corporate data on recently listed companies in **Excel** for future analysis
- Researched and analyzed the core performance data on a biotechnology investment project using the **Growth Share Matrix**. Recommended against the investment as a result
- Participated in investment negotiations, including assessing the firm's high management, understanding pricing strategies and final review with companies' senior executives on six investment projects

ANALYTICAL PROJECT

"The Effects of Logo Type and Color on Recognition"   June 2019
- Conducted psychology research with 40 participants on how the logo color can shift people's perception of the logo
- Gathered data and analyzed the data in **R language** using a two-way **ANOVA test**, discovering logos in words are recognized significantly better than logos in shapes