

Yueshan Li

69 Brown St, Box 9564 | Providence, RI 02912 | Phone: (401) 486-2586 | E-Mail: yueshan_li@brown.edu | LinkedIn: <https://www.linkedin.com/in/yueshan-li-ba1599154/> | Handshake: <https://brown.joinhandshake.com/users/19810626>

EDUCATION

Brown University, Major: *B.A. International Relations & Computer Science*, 4.0/4.0 GPA
Providence, RI | **Expected Graduation May 2023**

Relevant Courses: Introduction to International Politics, Principles of Economics, Linear Algebra, Computing Foundations: Data
SAT Overall: 1520, Critical Reasoning: 720, Writing: 23, Math: 800 | TOEFL: 116

The Experimental High School Attached to BNU, 98/100 GPA

Beijing, China | Class of 2019

Stanford University, Stanford Humanities Institute, "Evil" Philosophy Course Certificate

Palo Alto, CA | Summer 2018

PROFESSIONAL EXPERIENCE

Result, *Business & Strategy Research Analyst* (remote) Stockholm, Sweden | Jun.2020--Present

- Conduct market size, competitive landscape, LTV/CAC evaluation, conceive E-Commerce strategy for ColArt DTC sales.
- Develop business case that help launch Reeves art supplies DTC playbook; help transition ColArt from B2B to B2C model.

Costs of War Project, *Policy Research Assistant* Providence, RI | Dec.2019 – Present

- Conduct evidence-based policy research for U.S. Counterterrorism (2000-2020) mapping project with focus on bilateral anti-terror exercises and operations; perform governmental budget analysis on CDC, FEMA, and DoD for FY2020-2021.
- Use Natural Language Processing to evaluate Country Report on Terrorism wording pattern through word cloud visualization. Conduct data analysis for transfer of military equipment to local police under the 1033 Program.

The Brown Daily Herald, Inc., *Senior Staff Writer*

Providence, RI | Sep.2019 – Present

- Contribute articles weekly to Academic and Advising beat facing 100,000+ Brown students, alumni among others.
- Build long-term communication with Watson Institute of International and Public Affairs and university administration, establish public relation with U.S. senator, New York Times journalists, Hollywood music supervisor, etc.

GfK, *Market Research Intern*

(remote) Nuremburg, Germany | Jul.2020—Aug.2020

- Design short-term (3Q-4Q) and long-term business model and marketing strategy for Generator Hostel COVID-19 recovery plan in Berlin, Hamburg, Paris, and Amsterdam locations.

Emaze, *Data Science Intern*

Tel Aviv, Israel | Jun.2020—Jul.2020

- Built recommender system using link prediction algorithm for Emaze.me to boost user engagement and drive traffic for the social media website.
- Establish machine learning model to target inactive customers for marketing team to reengage, aiming to reducing churn rate by 10% in beta test.

LEADERSHIP/TEACHING EXPERIENCE

Brown University Center for Language Studies, *Language Ambassador*

Providence, RI | Sep. 2019 – Present

- Tutor Brown students Chinese writing and speaking during Center for Language Studies open hours two hours per week.
- Practice German with beginners, teach them German grammar, converse with German native speakers.

Brown University Simulation of the United Nations (BUSUN XXIII), *Director*

Providence, RI | Aug. 2019 – Nov. 2019

- Collaborate with chair to direct 2019 Press Corps debates on the universal code of journalism ethics and a crisis simulation on the publication of classified governmental documents.
- Coordinated students' daily activity, hosted two writing sessions, and edited students' news article on UN committees.

Symposium Global, *Workshop Leader*

Beijing, China | Mar. 2019 – Aug. 2019

- Led and taught 12 Chinese high school and university students the history, culture, and politics of Germany from early 19th to late 20th century in a seminar setting for Symposium NGO.
- Designed course syllabus and collaborated with two directors, five lecturers and workshop leaders to plan for event schedule.

COMMUNICATION/ADVOCACY EXPERIENCE

Housing Opportunities for People Everywhere (HOPE), *Social Advocate*

Providence, RI | Sep.2019 – Present

- Work with Housing Assistance Collaborative (HAC) team to address structural issues surrounding homelessness and poverty.
- Assist two clients apply for subsidized housing around Rhode Island area, contact local housing developments, and help gather identification materials and certificates for housing application.

SKILLS & INTERESTS

Skills: Python, SQL, JavaScript, MS Office, WordPress, Google Suite, Policy Research, Market Strategy

Language: Bilingual native proficiency in English & Mandarin, fluent in German, elementary proficiency in French

Interests: Guitar, skiing, barista, tennis, museums, ballroom dancing, travelling, photography, Asian & Italian Cuisine