

# DANNI WU

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## EDUCATION

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**THE GEORGE WASHINGTON UNIVERSITY, School of Business**

Washington, DC

**Bachelor of Science in Marketing; Minor: Journalism and Mass Communication**

December 2021

*Current GPA: 3.7 (Dean's lists for 3 semesters, 2020 Page-Allen Scholarship)*

Relevant Coursework: Consumer Behavior, Marketing Research, Advertising and Marketing Communications, Pricing Strategy, AI And Automated Marketing, Digital Marketing Analytics, Audience Development

## EXPERIENCE

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**DR. WENJING DUAN'S RESEARCH PROJECT**

Washington, DC

**Research Assistant (GWU Information Systems & Technology Management Department)** September 2021 - Present

- Researched and compiled papers on online health care and physicians' online presences to assist Dr. Wenjing with drafting a literature review
- Organized 40+ journal articles on 10 unique topics, creating fact sheets to provide summaries on issue areas
- Derive information from texts in Twitter posts through R Studio, looking for trends on social media posts

**YUM CHINA HOLDINGS, INC.**

Shanghai, China

**KFC Marketing Intern**

May 2021 - August 2021

- Initiated a co-marketing campaign with Shining Nikki, aiming to promote a new product and increase brand awareness through a series of marketing activities
- Collaborated with 30 KOLs for the product through TikTok and Weibo, reaching a total exposure of over 100 million
- Monitored and analyzed sales data, and evaluated different effects of each channel and marketing method, as well as preferences of various groups of customers by summarizing user generated contents

**AMERICAN BAKERS ASSOCIATION (ABA)**

Washington, DC

**User Growth Plan Developer (class project)**

January 2020 - May 2020

- Evaluated effectiveness of ABA's current marketing strategy across its social media outlets through Google Analytics
- Partnered with Marketing & Communications Coordinator to assess monthly communication reports to identify which topics yielded high level of engagement versus lower level of engagement
- Conducted a competitive analysis based on SWOT model to provide recommendations on how to optimize distributions of ABA's content across digital platforms

**THE RICHARD EATON BROADCAST STUDIO**

Washington, DC

**Media Studio Assistant**

December 2018 - November 2019

- Coordinated with Studio Director in recording and broadcasting, controlled speakers' presentations, and managed digital audio mixer, building strong live communication and coordination within a team of 6
- Edited audio, captions, and 2 video clips for university news reports once a week, ensuring smoothness and proficiency of every report

## SKILLS/ACTIVITIES

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Languages: English (Professional), Chinese (Native)

Technology: R (LinkedIn Learning Certification), Tableau, Google Analytics, Ps, Pr, Microsoft Office

- Minister of Outreach Department, CCAS, established relationships with 80 universities, Washington DC, 2019
- Social Media Manager, Grouphorse Group, created visualizations to engage with 600 followers, Shanghai, 2020
- Statistics Tutor, tutored 30 freshmen once a week, Washington DC, Fall 2019
- Administrative Intern, Jiaguwen Technology & Science Co., Ltd, won the Innovation Pioneer Award at a city level, Hangzhou, China, Summer 2019
- Volunteer, SOME, provided lunch service for 1,600+ poor and homeless individuals, Washington DC, 2018

Interests: Video Creator on YouTube and Bilibili (17,000 total views), Piano