Lingyun Zhao

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EDUCATION

Georgia Institute of Technology · Atlanta, GA
Online Master of Science in Analytics · *Aug 2025 – Expected May 2028*

C. T. Bauer College of Business, University of Houston · Houston, TX
Bachelor of Business Administration in Management, Marketing · *Jan 2023 – Dec 2024*
Cumulative GPA: 3.551/4.00 (Cum Laude)

Houston Community College · Houston, TX
Associate in Arts in Business · *Aug 2020 – Dec 2022*
Cumulative GPA: 3.50/4.00

EXPERIENCE

Community Intern · Oct 2024 – Present
Yelp · *Houston, TX*
- Planned and coordinated 2-3 community events weekly, engaging over 300 attendees per event, while facilitating interactions with Yelp Elite members and over 1,000 local business owners
- Designed 30+ digital assets monthly using Canva and Photoshop, including graphics, event flyers, and content for The Local Yelp newsletter. Edited Instagram reels for @yelphouston, contributing to a 15 % increase in follower engagement
- Conducted professional event photo and video shoots, including pre-event setup, promotional imagery, and post-production editing, capturing over 100 high-quality media assets per event
- Analyzed CRM data using Excel and Python for automation, and created visual reports in Power BI to track trends, resulting in a 10 % increase in campaign engagement

Area Manager Intern · May 2024 – July 2024
Amazon, DPA7 · *Houston, TX*
- Supervised and assisted over 1000 employees, achieving a 20 % reduction in operational errors, improving efficiency, and ensuring compliance with safety protocols
- Facilitated daily cross-departmental meetings focused on reverse logistics operations, collaborating with up to 15 managers and driving 5+ strategic initiatives that enhanced workflow efficiency by 15 %
- Analyzed labor cost and injury rate data using Excel and Python, providing insights that supported cost reduction strategies and improved worker safety metrics by 10 %

Marketing Intern · Feb 2024 – March 2024
Mind4Youth · *Houston, TX*
- Utilized Canva and CapCut to design and edit over 30 high-quality images and videos for Instagram
- Built relationships with over 15 external organizations, gathering resources and information to enhance content creation
- Leveraged Google Analytics to track social media performance and market trends, resulting in a 25 % improvement in campaign reach and effectively promoting mental health awareness to over 10,000 individuals

PROJECTS

Meshbag Support Hours Elimination | *Amazon, DPA7* · July 2024 – Present
- Tenets: Optimize Unloader usage, Reduce costs associated with UL, Decrease injury risks, Maximize space utilization, Minimize tote usage, Implement Kube bag method, Reduce Waterspider support workload
- Significantly improved business benefits, resulting in an annual reduction of 3,506 unloader hours and substantial cost savings of $107,188.36
- Metrics Improved: Reduced mesh bag unloading injury rate by 10-15%
- Team Collaboration: Collaborated closely with DPA7 site leaders, finance partners, and departments including Operations, Learning, and Safety to ensure the implementation

SKILLS

Programming: Python, R, JavaScript, HTML, CSS, SQL
Tools: My SQL, Excel (Data Analysis), Power BI, Tableau, Git, GitHub, VS Code, Microsoft 365, Canva, Photoshop, HubSpot
Languages: English, Chinese/Mandarin
Certificates: Google Project Management, Google Digital Marketing & E-commerce, IBM Data Analyst

ORGANIZATIONAL INVOLVEMENT

American Marketing Association - Active Member
CougarCS - Active Member
CodeCoogs - Active Member