

# Lingyun Zhao

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## EDUCATION

### Georgia Institute of Technology

*Master of Science in Analytics*

Atlanta, GA

*Aug 2025 – Expected May 2029*

### C. T. Bauer College of Business, University of Houston

*Bachelor of Business Administration in Management, Marketing*

Houston, TX

*Jan 2023 – Dec 2024*

Cumulative GPA: 3.551/4.00 (Cum Laude)

### Houston Community College

*Associate in Arts in Business*

Houston, TX

*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 200 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, social media posts, and event flyers, which contributed to a 15 % increase in follower engagement
- Conducted professional event photo and video shoots, including pre-event setup, candid shots, promotional imagery, and post-production editing, capturing over 100 high-quality media assets per event
- Analyzed social media data using Excel and Python for automation, managed CRM data in Hub Spot, 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 participants 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, 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, Linear Algebra from Elementary to Advanced

## ORGANIZATIONAL INVOLVEMENT

**American Marketing Association** - Active Member

**CougarCS** - Active Member

**CodeCoogs** - Active Member