

Wangnan Sun

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EDUCATION

University of California Irvine, Irvine, CA

Sep. 2019 – Jun. 2022 (Expected)

B.A in Business Economics (Cumulative GPA: 3.78/4.0)

- Relevant Courses: Probability & Statistics, Accounting, Calculus, Microeconomics, Macroeconomics, Intermediate Economics, Global Economy, Computational Reasoning in Social Science.
- Honors and Awards: Deans Honor List (2020 Fall, 2021 Winter, 2021 Spring)
- Academic Activities: Member of Connected ED Club

PROFESSIONAL EXPERIENCE

Import Fence Direct Inc, San Bernardino, CA

Jun. 2021 – Sep. 2021

Marketing and Operations Intern

- Performed in-depth statistical analysis on sales data from Amazon and eBay by utilizing Selling Express e-commerce management software.
- Conducted comprehensive research on sales data, analyzed data characteristics, made predictions on future sales.
- Improved the efficiency of production distribution by over 20% through analyzing inventories.
- Facilitated marketing research and generated market insights based on consumer index and macro economy.
- Worked with team members to propose five marketing strategies, two of which were chosen for firms' deployment.
- Provided ongoing maintenance, support and enhancements in existing strategic marketing planning.
- Enhanced inventory management by investigating issues and common patterns and developed operating procedures.

Sunshades Depot Inc, Pomona, CA

Jun. 2020 – Sep. 2020

Data Analyst Intern

- Tracked and recorded sales data using Excel and evaluated the effectiveness of a summer marketing strategy.
- Forecasted the effect of marketing strategies based on sales data over the past few years.
- Improved prediction models through a statistical approach and evaluated the improved versions by various metrics.
- Worked alongside data engineering team to elevate technology and provided recommendations for database system.
- Collaborated in planning and implementing strategic marketing plans according to statistical models.
- Documented different aspect of the data management system as a reference for future upgrades and maintenance.
- Prepared research findings to Managing Director in weekly meeting and assisted quality control and data management across three departments.

PROJECT EXPERIENCE

The Immature Business Model of Virtual Reality

Independent researcher

- Formed a study group to research technology sector, with a focus on virtual reality (VR).
- Analyzed firms' business models, strategic decisions and nature of their business insights to assess their development.
- Prioritized numerous business models and applied them to VR firms in different environment settings.
- Conducted research on seven tech companies and provided suggestions for potential improvement on sales.
- Presented results in an organized research report and concisely formulated into a presentation.

Stress of Modern Teenagers

Student Researcher

- Investigated fundamental reasons that cause stress in modern teenagers.
- Collected data related to the subject and performed independent data analysis to facilitate research.
- Proposed five hypotheses which put modern teenagers under pressure and researched each of them individually.

SKILLS & OTHERS

- Programming and Software: Python, R, Microsoft Excel, PowerPoint, Adobe Photoshop
- Researcher, Data Analysis, Strategic Market Planning, Leadership, Multitasking, Project Management
- Languages: Native proficiency in Mandarin Chinese, Full professional proficiency in English
- Interests: Stargazing, Origami, Hiking, Cosplay