

# 郝雨枫

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## 教育经历

### 康奈尔大学

系统工程专业 (GPA: 4.06/4.4)

2024年9月-2025年12月

主修课程: 最优化, 模拟仿真, 机器学习, 金融编程, 大数据, 系统工程模型

### 雪城大学

数学专业 (GPA: 3.674/4.0)

2020年9月-2023年12月

主修课程: 微积分、线性代数、抽象代数、逻辑学、概率、统计等

## 康奈尔研究经历

### 足球俱乐部估值模型开发

2024年9月-2025年5月

- 开发Python的模型以评估足球俱乐部的财政、市场价值和运营效率, 为管理者和投资者提供的决策支持。
- 使用SysML、上下文图和用例进行系统设计, 明确用户需求、功能模块和数据交互流程, 优化开发流程。
- 通过设定清晰目标、高效分配和培养团队协作, 领导跨学科团队整合财务建模、数据分析和可视化功能。
- 实施先进估值技术, 如贴现现金流 (DCF) 和市盈率 (P/E) 分析, 并结合实时数据更新和趋势分析, 实现动态评估, 提高财务预测的准确性和可靠性。

### 职场多元化模拟项目

2024年9月-2024年12月

- 通过动态模拟分析, 探讨性别、种族和国籍对组织层级间职场多元化的影响。
- 开发并应用连续时间马尔可夫链模型, 模拟员工在不同多元化政策下的流动, 包括招聘、晋升和离职。
- 评估不同政策 (如女性晋升、多元化招聘少数群体、外部高级职位招聘及结构性障碍) 的单独和联合影响。

### 环球影城优化游览路线开发

2024年9月-2024年12月

- 开发优化游览路线推荐系统, 帮助家庭游客览尽可能多的景点, 同时最大程度减少排队时间和步行距离。
- 采用动态规划和遗传算法优化游览路线, 并结合实时排队数据和步行距离, 实现动态行程调整。
- 提供基于数据的游览路线优化模型, 显著提升游客体验, 减少等待时间和不必要的步行距离, 为家庭游客提供个性化行程规划。

## 实习经历

### 中粮可口可乐饮料 (北京) 有限公司

2023年7月-2023年9月

#### 市场部数据分析实习生

- 通过去重和处理缺失值提取并清理市场数据, 将数据准确性提升至95%以上, 提高下游分析和决策的效率。
- 将原始数据转换为可量化指标, 包括月收入、品牌市场份额和同比增长, 帮助更好地理解市场趋势。
- 通过数据可视化展示销售分布和增长趋势, 为部门的决策制定和战略规划提供支持。

### 华能贵诚信托有限公司

2022年7月-2022年9月

#### 信托投资实习生

- 整理并量化资本市场信托公司的数据, 每周对目标公司进行全面评估, 通过更精准的投资策略降低了12%的风险敞口。
- 研究商品价格趋势, 为公司市场动态分析提供见解, 提高预测准确率10%, 并降低采购成本7%。
- 学习行业知识并掌握数据处理技巧, 包括Excel数据透视表创建。
- 撰写20余份综合报告, 提高利益相关方对数据的理解, 并推动三个部门的数据驱动决策。

## 语言与技能

语言: 中文/普通话 (母语)、英语 (熟练)

社团经历: 曾担任雪城大学华人社团 (Chinese Union) 市场宣传部部长

编程语言基础: Python, R, Excel VBA

论文: Yufeng Hao, 2022. The Impact of the Pandemic on International Soccer Clubs Such as FC Barcelona. 6th International Conference on Economic Management and Green Development (ICEMGD 2022).

兴趣爱好: 足球、书法、摄影

# Yufeng Hao

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## EDUCATION

### Cornell University

Ithaca, NY

*M.Eng. in System Engineering* (GPA: 4.06/4.4)

Sept. 2024 to Dec. 2025

Core Courses: Model-Based Systems Engineering, Simulation Modeling and Analysis, Machine Learning, Systems Analysis Behavior and Optimization, Python for Finance, Big Data Technology

### Syracuse University

Syracuse, NY

*B.Sc. in Mathematics* (GPA: 3.674/4.0)

Sept. 2020 to Jun. 2024

Core Courses: linear algebra, probability, real analysis, differential equation, abstract algebra

## CORNELL RESEARCH EXPERIENCE

### Football Club Valuation Model Development

Sept.2024-May.2025

- Enabled data-driven decision-making for managers and investors by developing a Python-based model to evaluate the financial health, market value, and operational efficiency of football clubs
- Conducted system design using SysML, Context Diagrams, and Use Cases to define user requirements, functional modules, and data interaction flows, streamlining the development process and reducing integration issues
- Let the team by setting clear goals, delegating tasks effectively, and fostering a collaborative team culture, coordinating a multidisciplinary team to integrate financial modeling, data analysis, and visualization functionalities
- Implemented advanced valuation techniques such as Discounted Cash Flow and P/E ratio analysis with real-time data updates and trend analysis for dynamic assessments enhancing the accuracy and reliability of financial forecasting

### Workplace Diversity Simulation Project

Sept.2024-Dec.2024

- Conducted a dynamic simulation analysis to explore the impact of gender, race, and nationality on the workplace.
- Developed and implemented a Continuous-Time Markov Chain (CTMC) model to simulate employee flow, including recruitment, promotion, and exit, under various diversity-focused policies
- Evaluated individual and combined effects of policies such as female-biased promotion, diversity recruitment for minority groups, external senior hiring, and structural barriers

## INTERNSHIP

### COFCO Coca-Cola Beverages (Beijing) Ltd.

Jul.2023- Aug.2023

*Data Analysis Intern, Marketing Department*

- Extracted and cleaned market data by removing duplicates and handling missing values, improving data accuracy by over 95%, which significantly enhanced the efficiency of downstream analysis and decision-making
- Facilitate a better understanding of market trends through transformed raw data into quantifiable metrics, including monthly income, brand market share, and year-over-year growth
- Visualized data for sales distribution and growth trends to aid decision-making and strategic planning for the department

### Huaneng Guicheng Trust Co., Ltd.

Jul.2022- Sept.2022

*Trust Investment Intern*

- Organized and quantified data for capital market trust companies and performed comprehensive evaluations of company targets on a weekly basis, reduced risk exposure by 12% through better-informed investment strategies
- Conducted analysis and research on commodity price trends, contributing insights to the company's understanding of market dynamics, resulting in a 10% increase in forecast accuracy and reducing procurement costs by 7%
- Acquired domain knowledge and mastered data processing techniques, including Excel-based pivot table creation
- Presented over 30 comprehensive reports, improving stakeholder comprehension and facilitating data-driven decision-making across 3 departments

## LANGUAGES & SKILLS

**Languages:** Chinese/Mandarin (Native), English (Proficient)

**Club Experience:** Former Marketing Director of the Syracuse Chinese Union.

**Computer Skills:** Python, R, Excel VBA

**Publications:** Yufeng Hao, 2022. The Impact of the Pandemic on International Soccer Clubs Such as FC Barcelona. 6th International Conference on Economic Management and Green Development (ICEMGD 2022).

**Interests:** Soccer, Chinese Calligraphy, Photography