

LESENMIAO “DAVID” YU

Los Angeles, CA | dyu18149@usc.edu | github.com/LesenmiaoYu | linkedIn.com/Lesenmiao-Yu

PROFESSIONAL SUMMARY

Computer Science and Business Administration Professional with experience in Product Management & Data Analytics; Leveraging [technical & business acumen](#), I have proven track record of driving business transformation & innovation; Committed to harnessing cutting-edge technology to enhance business processes & deliver concrete, measurable results.

EDUCATION

BACHELOR OF SCIENCE IN COMPUTER SCIENCE & BUSINESS ADMINISTRATION Aug 2020 – May 2025
BACHELOR OF ARTS IN PSYCHOLOGY GPA: [3.9](#)
University of Southern California Los Angeles, CA

- Honors: [Phi Beta Kappa Honors Society](#), Renaissance Scholar Distinction, Marshall Dean’s List, Dornsife Dean’s List
- Coursework: Strategic Management, Organizational Leadership, Software Systems Dev., Artificial Intelligence, Statistics

PROFESSIONAL EXPERIENCE

ADMINISTRATIVE ANALYST Aug 2024 – Present
Marshall Behavioral Research Lab, USC Los Angeles, CA

- Enabling data-driven decision & improving operational efficiency; [automating task](#) using PyAutoGui, SeleniumDriver, BeautifulSoup.
- Built researcher-facing dashboard web app, allowing live updates across various data collection systems (Qualtrics, REDCap, SONA).
- Facilitated administrative tasks for 4 research studies through project management, resource allocation, & strategic management.

FULL-STACK WEB DEVELOPER Aug 2024 – Jan 2025
Experiential Learning Center (ELC), USC Los Angeles, CA

- Spearheaded development of [multi-user roleplay platform](#), using React.js & Flask to empower educational tools at Marshall School.
- Conduct in-depth analysis of user requirements, translating insights into full-stack solutions enhancing existing digital infrastructures.

BUSINESS ANALYST Aug 2024 – Dec 2024
Keck Medicine of USC Los Angeles, CA

- Develop novel [GTM strategies](#) through leveraging Python data analysis, driving significant leads growth in Asian markets by [~15%](#).
- Facilitated communication between patients & physicians, enhancing efficiency & patient care in International Health Department.

PRODUCT MANAGEMENT & DATA ANALYTICS INTERN Jun 2024 – Sept 2024
Tripalink Los Angeles, CA

- Launched transitional stays product while building strategic relationships and opportunities, generating [\\$100k](#) revenue in first month.
- Spearheaded new product development for transitional stays. Implemented MVP with [50](#) units, driving revenue growth & expansion.
- Managed [~250](#) co-living units near USC, serving as a liaison; handling all communication & inspections, generating [\\$300k/month](#).

CO-FOUNDER & CHIEF PRODUCT OFFICER May 2024 – Present
Magic Bubble Inc. Los Angeles, CA

- Directed team of [15](#) servicing [200+](#) residential units, establishing KPIs to improve satisfaction and efficiency through service.
- Led comprehensive 2B&C sales, marketing, & business development strategies to drive product visibility and revenue growth.
- Spearheaded product innovation & growth initiatives, driving revenue acceleration of [~\\$20k/month](#) for residential cleaning solutions.

PRODUCT MANAGER, BUSINESS TRANSFORMATION Mar 2024 – May 2024
OFO Delivery Los Angeles, CA

- Conducted financial, inventory, & brand analysis, guiding company from delivery to tobacco product retail, driving continued growth.
- Executed transformation as discussed with stakeholder, maintaining [85%+](#) active users & reducing cash outflows [~30%](#) in 1st month.

MARKETING PROJECT MANAGER May 2023 – Jan 2024
SoFiiT Los Angeles, CA

- Led B2C GTM strategies, providing keen analysis of competitive markets to drive growth, achieving [~110](#) active users in first week.
- Managed social media & field marketing, driving [5%+](#) conversion rate while driving brand continuity & presence across all platforms.
- Spearheaded marketing initiatives, blending digital & field strategies to boost user acquisition and engagement through competition.

BUSINESS DEVELOPMENT INTERN Aug 2021 – Nov 2022
Lê Organics Inc. Los Angeles, CA

- Redesigned the public-facing website and spearheaded marketing operations to ensure brand presence, increasing user reach by [40%+](#).
- Connected physically with [30+](#) law groups regarding EB-5 incentives; [50+](#) retailers for distribution details, building key relationships.

MANAGEMENT CONSULTING INTERN Aug 2021 – Sept 2021
Deloitte Consulting (Shanghai Pudong) Co., Ltd Shanghai, China

- Advised [leading Singaporean logistics real-estate company](#) on strategies for and risks of entering the United States market.
- Crafted and presented [7](#) deliverables using PowerPoint & Tableau based on financial data gathered and guidance from the team.

SKILLS

C++, JavaScript, Python, SQL, MATLAB, SPSS, Tableau, R, Miro, Jira, Asana, ClickUp, Blender, Illustrator, Photoshop