

# Haoyuan(Louis) Lu

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## EDUCATION

### Emory University, Emory College

Atlanta, GA

Bachelor of Science, Computer Science, Applied Mathematics

May 2024

Cumulative GPA: 3.81/4.0

Relevant Courses : Data Structures & Algorithms, Data Visualization, Optimization Theory, Financial Accounting

## WORK EXPERIENCE

### Emory Housing Office

Atlanta, United States

Conference Manager Assistant

May 2022 - August 2022

- Manage 5+ conferences with 1000+ people in total; work in 10-person team, oversee 40+ groups, bring \$ 1M profit.
- Renovate linens assignment process and build keys tracking & report system; shorten average work time by 30%.
- Use Excel & RStudio to implement 800+ room management and 2000+ guest registration, lower the error rate to 1%.
- Communicate cross functionally to organize logistics; quickly respond to unforeseen emergencies & manage risk plan.

### Data Glacier

Remote, Atlanta, United States

Data Analyst

June 2022 – July 2022

- Expose to data career: participate in on market analysis team project under agile environment; finish Git & SQL course.
- Perform exploratory data analysis of industry G2M strategy; use Excel to develop real estate price calculating model.

### McKinsey

Shanghai, China

Strategy Consultant Part-time Assistant

June 2021- July 2021

- Develop seasonal campaign strategy to promote Coca Cola online sale by using platform dataset; increase ROI by 50%.
- Follow up real-time campaign stats to make price adjustment; targeting potential user by keywords and buy history.
- Initiate independent market research on soft-drink logistics system and introduce innovative marketing system.

### Easy Transfer

Beijing, China

Corporate Strategy Analyst

Dec 2020 - June 2021

- Design company profile & market analysis such as potential user identifying strategy & payment methods research.
- Adjust profit, investment and customer acquisition cost projection based on regional COVID disruptions & policy.
- Review different user groups and made promotion plans; increased user-conversion rate & repurchase rate by 15%.

## LEADERSHIP & COMMUNITY ENGAGEMENT

### Emory Chinese Student Association, Human Resources Chair

Sep 2020 - Present

- Energize & build tight-knit relationships within 100+ person community, plan monthly teambuilder & year ceremony.
- Author 15-page constitution to standardize the management of operation & recruitment, expand club size by 20%.
- Lead community multi-dimensional development: contact with Embassy officials & assist social media management.
- Coordinate 8 departments to organize cultural & philanthropic events; raise 20K & donate 5000+ masks during COVID.

### Xi Kappa Fraternity Inc., Recruitment Chair

May 2021 - Present

- Hold 10+ recruitment events for 40+ prospective students; collaborate clubs & NPO for social & recreation activities.
- Arrange & implement semester-long pledging process; host weekly educational sessions to consolidate brotherhood.
- Keep in touch with 70+ alumni & interconnect brothers; mutually provide academic assistance & mental support.

## ADDITIONAL INFORMATION

**Other Activities:** Emory Chess Club, Emory Data Science Club, Emory Computer Science Club

**Software:** Python, SQL, Git, RStudio, MATLAB, Java, Latex, Proficient in MS Office

**Languages:** Bilingual in Mandarin and English

**Hobby:** Basketball and Watching NBA, Chess, Cooking, Logic Problems