Marco Zhuang

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EDUCATION

Cornell Tech (Cornell University), New York, NY   May 2025
Dual MSc in Information Science and Information System | GPA: 4.0
- **Honors/Awards:** Merit-based Scholarship
- **Relevant Courses:** Machine Learning Engineering, NLP, Technology Management, HCI and Design, Applied Data Science, Data Structure and Algorithms, Psychology and Social Aspects of Tech

Tsinghua University, Beijing, China   Jun 2023
BEng in Industrial Engineering
- **Honors/Awards:** Merit-based scholarship; Outstanding sports performance scholarship; Outstanding social work scholarship

PROFESSIONAL EXPERIENCE

Echo3D, Software Engineer Intern, New York, USA   May 2024-Aug 2024
- Designed and built a comprehensive notification system using **AWS** Notification service for new product iteration, including user notification setting and sidebar in the **Angular TypeScript**, and Servlet and Manager in the **Java**, enhancing user control.
- Integrated and optimize new console item event trigger logic using **conditional propagation**, reducing latency by **400%** .
- Refined auto-email update feature by adding new email alert triggers to multiple events.

Showcse, Cofounder, New York, USA   Mar 2024 - Present
- Building influencer marketing platform using **Nextjs** and **MongoDB**, serving **3 clients** and **100+ influencers** with **2k MRR**.
- Authored PRD, including **user flows/stories** and **product roadmap** in **Jira**, and prioritized feature development for MVP launch.
- Selected and integrated success metrics using **google analytics** for the MVP, reached **130+ WAU** and **15% conversion rate**.

4149AI, Product Management Intern, New York, USA   Dec 2023 – Jun 2024
- Collaborated with **3** prioritized clients and developed **12 client-specific task blueprints**, increased client engagement rate by **33%**.
- Refined onboarding process by reducing user journey, facilitating earlier user interaction, onboarded **80%** beta waitlist user.
- Assisted CEO with automated task scheduler by defining feature logic and user journey, adopted by **20** beta clients.
- Spearheaded competitor analysis on **24 products**, presented findings to key stakeholders and investors on product differentiation.
- Conducted bi-weekly interviews with **9 clients** for update feedback and emerging pain points, reported to CEO.

Bytedance, Product Management Intern, Beijing, China   Mar 2022 – Aug 2022
- Conducted user profiling on 6 competitors through **200+ user surveys**, concluded **4 demographic user habits** through qualitative analysis, finalized UGC toolkit logic and user interface design, achieving **6,000+** monthly active creator within a month.
- Prioritized feature development with senior PM through co-leading **31 expert interviews** and compiling **7 feature trends**, ideated **15** feature ideas, **3** were adopted and **launched with product**.
- Assisted investment team with internal pitchbook write up by providing **11-pages** of product focused competitor analysis and performance evaluation on investment target, resulting in long term collaboration between Rec Room and PicoVR.
- Generated a **15-page** report to evaluate upstream partnerships through direct liaison with founders and independent market research; presented results to **6 department directors** and external key stakeholders.

WeWork, Business Intelligence and Data Analyst Intern, Shanghai, China   Jun 2021 – Sept 2021
- Initiated the WeWork China sales funnel project; developed detailed data-driven **roadmap** and data pipeline to streamline end-to-end sales process by identifying and solving bottlenecks using **SQL** and **PowerBI**, decision increased customer conversion rate by **15%**.
- Optimized product offering and pricing by conducting competitive analysis of the Shanghai co-working office market through data collection from 20+ onsite field research and 15 annual reports, resulting in **8% increase in quarterly earnings**.
- Created sales personnel performance dashboard with **PowerBI** using **SQL** and Excel for HR management decisions.

LEADERSHIP AND ENTREPRENEURIAL EXPERIENCE

BanQu APP, Head of Product Development, Beijing, China   Oct 2020 – May 2021
- Grew user interest by 400% via generating partnerships with 2 universities (THU, PKU) and accessing **8,000+ students**.
- Drafted a **2-year product roadmap** for community features and enabling closed-loop user experience.
- Collaborated with **11 overseas software engineers** to develop and refine product features for product beta launch.

Tsinghua University Student Union, Class President, Student Committee, Beijing, China   Sep 2020 – May 2022
- Led 4 committee members to organize 12 events, such as Study Panels, Team Building activities, with **100+ attendees**.
- Collected and communicated 43 students' feedback to the teaching department; moderated **staff-student conference** with **15 representatives**, resulting in 4 major adjustments during COVID pandemic.

Technical Skills: Python, React, NextJS, Java, Javascript, Typescript, SQL, R, CSS, C, C++

Languages: English (Native), Mandarin (native), German (fluent)

Hobbies: Basketball (Shanghai Jr.NBA MIP 2019); Football (Team Captain 2019); Piano (Level 10 certification); Cooking