

YANAN SUN

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EDUCATION

University of California, Irvine, The Paul Merage School of Business, Irvine, CA

July 2025

Master of Science in Business Analytics

- Major Courses: Statistics for Data Science, Business Analytics, Data & Programming for Analytics, NLP, Marketing Analytics, Predictive Analytics

Dalian University of Foreign Languages, Dalian, China

June 2023

Bachelor of International Economics and Trade

- Major Courses: International Business, International Technical Trade, Financial Management, Economic Principles, International Business Law, Marketing

EXPERIENCE

LANGUAGE LINE SOLUTION COMPANY, Los Angeles, California

May 2024 - August 2024 Mandarin Interpreter

- Facilitated seamless communication between Mandarin-speaking clients and English-speaking service providers in various industries, ensuring accurate and culturally appropriate translations.

BEIJING SANKUAI ONLINE TECHNOLOGY CO.LTD (MEITUAN), Beijing, China

December 2021 - February 2022

Commodity & Supply Chain Management.

- Led the operational efforts for specific product categories; defined data metrics and undertook continuous monitoring and analysis to refine front-end display strategies.
- Played a pivotal role in devising category marketing strategies; consistently evaluated ROI leading to substantial improvements.
- Monitored industry trends to maintain a deep understanding of customer needs and identified emerging market opportunities.

KUAISHOU TECHNOLOGY, Remote

July 2021 - November 2021

Community Operation.

- Facilitated community interactions, ensuring a direct channel of communication with students to gather invaluable feedback and understand their preferences.
- Achieved the top position in the speech training examination, showcasing communication prowess.

TSINGHUA TONGFANG COMPANY, Dalian, China

December 2020 - February 2021

Analyst Intern

- Streamlined data processing by summarizing sheets, and consistently delivered weekly reports tailored to product manager specifications.
- Employed Excel and PowerPoint to meticulously track and present daily business outcomes; performed in-depth analysis to identify the company's top-performing products and developed strategic sales plans accordingly.

BEIJING NETEASE INC -- YOUTH MEDIA PROJECT, Beijing, China

October 2019 - December 2019

Young Media Trainee

- Engaged in first-hand media operations, acquiring insights into media's pivotal role in advancing business objectives.
- Managed my own social media account, delving into the intricacies of media psychology and cultural transmission mechanisms.
- Earned the outstanding Graduate Certificate, with my account garnering tens of thousands of page views.

PROJECTS AND ACTIVITIES

MERAGE MARKETING ASSOCIATION

October 2024

VP of Marketing (Upstream)

- Spearheaded upstream marketing initiatives for a university-wide event, conducting audience research and strategic planning to maximize engagement.

INNOVATION AND ENTREPRENEURSHIP COMPETITION

June 2021

Leader

- Crafted an entrepreneurial proposal that garnered unanimous acclaim from the panel of judges, showcasing our team's innovative approach and thorough research.

NEW MEDIA TECHNOLOGY DEPARTMENT, STUDENT UNION

October 2021

Member

- Entrusted with key responsibilities including image curation, textual content arrangement, and management of official public accounts.
- Engaged in organizing executing various school events, and producing videos, graphics, and other multimedia content, leveraging my adeptness with tools such as AE, PS and PR.

ADDITIONAL INFORMATION

- **Languages skills:** English (Proficient, TOFEL 105; GRE 325), Mandarin (native)
- **Other skills:** California Real Property Agent Licenses. Microsoft Office, R, Python, Stata, SQL, SPSS, Tableau