Sarah Wu
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EDUCATION

2021 - 2022 **London Business School, London**
Reading for Masters in Analytics and Management - Option to Graduate in 2023
Selected as Santander Scholar

2017 - 2021 **Smith College, Northampton, United States**
Bachelor of Arts in Economics and Data Science
GPA: 3.8/4.0

2019 **Columbia University, New York, United States**
Visiting Student Program

BUSINESS EXPERIENCE

2021 **NETEASE MUSIC, Hangzhou, China**
Chinese Internet Music Streaming Technology company
Strategy Analyst Intern (3 months)

- Developed analysis frameworks and conducted business analysis, desktop research, data analysis, expert interviews, and user interviews
- Examined and evaluated business models and strategies of 5 competitive firms (eg. Spotify and Apple Music) and delivered insights for product sales team in making new product iterations
- Conducted research on 2 potential product markets with market sizing and analysis of existing players to provide strategic advice on whether to initiate entries
- Monitored and analyzed the latest industry news on a weekly basis to keep the management team updated on current industry trends

2021 **DELOITTE CONSULTING, Beijing, China**
Project Intern (2 months)

- Established a business intelligence project, participated in designing digital transformation solutions for a technology firm according to management needs
- Communicated with client to understand key management problems and metrics of concern; participated in meetings with client, drafted and improved solutions according to client feedback
- Built a 15-page data visualization analytical dashboard system with Tableau for client; Enabled both business departments and executive board to monitor business performance in real time

2020 **BYTE DANCE, Beijing, China**
Monetization Product Operations Intern (3 months)

- Responsible for the operation of monetization products of Xigua Video (a video platform) and analytical projects across all Byte Dance products
- Promoted the revenues of monetization products (10+) by initiating product iterations and marketing campaigns, working closely with product managers, business intelligence, and sales teams
- Led an analytical project and delivered 2 data-driven reports that assisted over 500 members in sales team in guiding clients' bidding strategies during special periods
- Analyzed well-performed advertisement projects every month and produced 4 monthly case reviews, covering 30+ cases; Initiated 3 marketing projects to promote our monetization products

2019 **EDELMAN, Beijing, China**
Summer Intern (3 months)

- Generated publicity strategies for client based on understanding of brand image, value, and marketing needs and close collaboration with client's marketing team
- Carried out 3 marketing campaigns for client by pitching to target media, preparing media alerts and press kits, and established a media pool of 200+ medium for client
- Gathered and analysed client's daily publicity data to evaluate the media coverage of client's marketing projects and improve publicity strategy accordingly

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ADDITIONAL INFORMATION

- Technical: R (Proficient), SQL (Proficient), Tableau (Proficient), Python (Basic), Java (Basic)
- Language: English (Proficient), Mandarin (Native)
- Interests: Urban Dance, Film Studies
- Served as Vice President of Chinese Student Association at Smith College to encourage cross-cultural communication