YUANLUN (ALAN) XU

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EDUCATION

Massachusetts Institute of Technology (MIT) | Wellesley, MA   **Mar 2023 - Jun 2023**
Applied Data Science Program Candidate
- Relevant coursework : Foundations for Data Science, Data Analysis & Visualization, Machine Learning, Deep Learning, Recommendation Systems, ChatGPT Developmental Stack, Generative AI, Applications for Business

Babson College, School of Business | Wellesley, MA   **Aug 2020 - May 2024**
Bachelor of Science Candidate
Technology Entrepreneurship and Business Analytics
- GPA : 3.42/4.0, Concentration GPA : 3.8/4.0, Dean's List
- Relevant coursework : Business Intelligence and Data Analytics, Programming with R, Technology and Business Innovation, Quantitative Methods for Business Analytics, Modeling With Excel

Franklin W. Olin College of Engineering | Wellesley, MA   **Jan 2021 - May 2024**
Engineering Certificate Candidate
- Relevant coursework : Software Design (Python), Computational Neuroscience (Brandeis Graduate Course; Python/MATLAB Modeling)

WORK & LEADERSHIP EXPERIENCE

UNIQLO Technology Consulting IT Lead | UNIQLO USA | Wellesley, MA   **Sep 2022 - Dec 2022**
- Led a team of 5 in solving internal and external issues at UNIQLO NA with Digital Transformative strategies
- Co-created social media marketing plan with user-generated content and posting regimes to improve engagement
- Initiated app redesign to streamline checkout process, addressing customer dissatisfaction on app stores
- Improved customer experience and loyalty through implementation of AR fitting rooms, friendly UI/UX, and AI recommender system based on weather and user closet
- Oversaw customer journey mapping and "UniQloset" marketing campaign with TikTok and YouTube influencer marketing

Digital Marketing & Branding Intern | EATA WESTERN RESTAURANT | Beijing, China   **Apr 2022 - Jul 2022**
- Streamlined marketing campaigns, including optimizations for social media strategies, event live streaming, online ordering platform, and blogs to consolidate online presence and consolidate brand
- Designed, edited menus, photos, and videos, reached lucrative segment with 10k exposures to increase sales and loyalty
- Innovated a pastry ordering solution for mobile users during lockdown, facilitated customer accessibility to 960 different combinations of cakes and pastries, generating sales from nearby communities and increasing loyalty

Marketing Intern | INMYSHOW DIGITAL | Beijing, China   **Aug 2021 - Apr 2022**
- Collaborated with marketing manager to co-author a sponsorship proposal for China's largest influencer mega event
- Maintained relationships with 12 sponsor partners totaling 1.2 million
- Facilitated and initiated a 2 million project of documentaries on 5 multi-million influencer figures, collaborating with production teams and reporting to Sina Weibo Executives
- Achieved multi-hundred-thousand views and engagement on social media
- Engineered an internal business directory to sort millions of influencer data from over 1,200 multi-channel network agencies across China
- Acquired, cleaned, and analyzed raw data using MS Excel, Python, and Power BI for databases and lead generation analytics for event sponsorship target agencies

ACHIEVEMENTS & AWARDS

Bausch + Lomb Honorary Science Award: Recognition for high achievement and rigor in science and math (44k stipend);
Computing Medal and Scholarship Program: High-level use of computing in areas such as business and science (40k stipend);
Dean's List; Magna Cum Laude, Honor Student: top-of-class academic achievement

SKILLS & ACTIVITIES

Technical: Data Analysis, Python, Git, Web Scraping, Business intelligence, Digital Marketing, Social Media, Live stream solutions, Zoom, Excel, Website, Computational Modeling, SQL, PowerBI, Network Analysis, Software Design and Development,
Activities: Passionate about technology and hands-on DIY projects, interested in e-commerce and the intersection of psychology and neuroscience. Alpine Skiing, playing Piano. Babson Chinese Soccer GK, The TOW Team Project (skier/surfer towing machine)
Languages: Chinese (Bilingual or Native), Spanish (Intermediate)