YUANLUN (ALAN) XU

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EDUCATION

Babson College, School of Business| Wellesley, MA| August 2020 - May 2024
Bachelor of Science Candidate
Technology Entrepreneurship Concentration
- GPA : 3.4 / 4.0, Concentration GPA : 4.0 / 4.0
- Relevant course work : Modeling With Excel, Operations Management, Information System Elective, FME

Franklin W. Olin College of Engineering| Wellesley, MA| January 2021 - May 2024
Engineering Certificate Candidate
- Relevant course work : Software Design (experience with spreadsheets and data collection automation)
- Currently conducting a sustainable energy project focused on wind turbines and renewable power

Trinity-Pawling School| Pawling, NY| September 2016 - May 2020
High School Diploma
- Unweighted GPA : 3.98 / 4.00, Magna Cum Laude, Honor Student (1st), President of Hardware Repair Club, Habitat for Humanity; served as Alumni Ambassador, Honors Council, Dorm Proctor, Special Olympics Volunteer

WORK EXPERIENCE

Digital Marketing & Branding Intern| EATA WESTERN RESTAURANT| Beijing, China| April 2022 - July 2022
- Streamlined marketing campaigns, including optimizations for social media strategies, live event streaming, online ordering platform, and blogs to achieve >8000 views from target customers
- Negotiated both internal and external BD meetings alongside prospects and proprietor, conducted excel sensitivity analysis for a special campaign, filled-in for serving customers during big events, and general admin. support
- Innovated a pastry ordering process designed to increase customer accessibility to 960 different combinations of birthdays cakes for customization

Marketing Intern| INMYSHOW DIGITAL| Beijing, China| August 2021 - April 2022
- Collaborated with Marketing Manager to coauthor sponsorship proposal for China's Largest Influencer Mega Event; maintained relationship with alliances of 12 sponsor partners totaling 1.2M
- Facilitated a 2M project in video interviews of 5 multi-million influencers, production teams, and Sina Weibo
- Engineered an internal business directory to sort several hundred thousand influencer data into >1200 Multi-channel network agencies across China with detailed contacts
- Acquired raw data, performed cleaning, and assimilated into workable data tables using MS Excel, Python, and Power Bi for databases and lead generation analytics for event sponsorship

Fundraiser Volunteer| AMERICAN CANCER SOCIETY| Pawling, NY| March 2019 - April 2019
- Headed an online auction fundraiser; raised 4.3K towards charity

ACHIEVEMENTS
- Bausch + Lomb Honorary Science Award - High achievement and rigor in science and math classes; positive contributions to school and larger community
- Computing Medal and Scholarship Program - High-level use of computing in other areas such as business, science

SKILLS

Google Workspace: decade-long experience with Google Workspace (formerly G Suite) - Google Docs, Google Sheets, Google Slides, Google Codelabs, Google Drive, Google Forms, Gmail
Technical: Data Cleaning, Python, Data Crawling, Database, Video Editing, Digital Design, Live Stream Solutions (OBS), Zoom, Microsoft Office Suite (especially in Excel), Website, Social Media
Language: English (Native), Chinese (Native), Spanish (Basic)

ACTIVITIES AND INTERESTS

Tech, DIY, E-commerce, Psychology (Mind and Brain), Skiing, Piano, Babson Chinese Soccer Club