Amy Zhu

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EDUCATION

New York University   **New York, NY**
B.S. in Data Science & Applied Psychology | GPA: 3.71   *Expected Dec 2023*
- **Memberships & Distinctions**: Data Science Club - Director of Operations, Psi Chi Honor Society, Alpha Sigma Tau Sorority, Dean's Global Honors Scholar, Business Analytics Club, Dean's List

EXPERIENCE

The Walt Disney Company   **Burbank, CA**
Product Manager Intern, Digital Products (Streaming)   *June 2022 – Present*
- Responsibilities TBD

LingoAce – EdTech Company   **San Mateo, CA / Remote**
Product Manager Intern   *Jan 2022 – May 2022*
- Increased account creations and conversion to account portal visits by 37.5% by coordinating across 4 teams and 12 stakeholders to launch a new low-touch onboarding sign-up process
- Improved user journey of customers through developing 8 case studies of competitor analysis on email marketing, customer support, legal compliance, account homepages, and account creation
- Spearheaded the prototyping and design of 4 new features: calendar integration, live support chat, single sign-on (SSO), and trial reports

NYU Social Inequality and Intergroup Relations Lab   **New York, NY**
Research Assistant   *Oct 2020 – Feb 2022*
- Used Stata to clean 8,000+ points of surveyed data and conduct statistical analysis on the perceptions of racial equality and gender equality over time
- Created visualizations from study data using Tableau and aided in the production of the lab's research papers

SideChef – Recipe App Startup   **San Francisco, CA / Remote**
Product Marketing Intern   *April 2021 – Aug 2021*
- Kickstarted referrals program and zero-waste feature, leading to a 21% increase in users and 15% increase in purchases, respectively
- Conducted user research through interviews and surveys to understand customer pain points and desired app features
- Analyzed and improved the customer shopping lifecycle for over 10,000 paying customers through A/B testing and conversion funnel optimization on Google Analytics 4
- UI/UX work designing marketing campaigns and product shopping cart, including 20+ recipe page prototypes

PROJECTS *(see more at http://www.amyzhu.io/)*

Google Maps Feature Proposal | Independent Project   *June 2022*
- Created the proposal for a new Google Maps feature, Safety First, which allows users to prioritize safety over speed when using navigation on Google Maps
- Prototyped the feature's minimal viable product in Figma and mocked a roadmap for its development timeline

NYC High School Admissions Prediction Model | Independent Project, Python   *Aug 2021*
- Conducted ANOVA and hypothesis tests to study trends in admission to selective high schools in the NYC area
- Created linear regression model which predicted student admission to selective public high schools

ProQuest Historical Newspaper – NLP | NYU LDW 2021 Datathon, Python   *Feb 2021*
- Led team to place 1st out of 20+ teams in data hackathon and coordinated all meetings and final team presentation
- Created custom training models to identify locations, business names, and products from advertisements

SKILLS

Programming: Python, Java, Stata, SQL, JavaScript, HTML/CSS
Tools: Excel, Git, Figma, Tableau, Google Analytics, JIRA, Notion, SurveyMonkey
Languages: English (Native), Mandarin Chinese (Fluent)