

# Amy Zhu

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## EDUCATION

### New York University

B.S. in Data Science & Applied Psychology | GPA: 3.71

New York, NY

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

Product Manager Intern, Digital Products

Burbank, CA

June 2022 – Present

- Responsibilities TBD

### IBM

IBM Accelerate Participant – Software Track

Remote

June 2022 - Present

- Responsibilities TBD

### LingoAce – EdTech Company

Product Manager Intern, Growth

San Mateo, CA / Remote

Jan 2022 – May 2022

- Increased account creations and conversion to portal visits by 37.5% by coordinating across 4 teams and 12
- 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

Research Assistant

New York, NY

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
- Provided feedback on questionnaire designs and compile and reviewed relevant research papers for literature review

### SideChef – Recipe App Startup

Product Marketing Intern

San Francisco, CA / Remote

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/>)

### NYC High School Admissions Prediction Model | Class Project, Python

Aug 2021

- Cleaned and performed dimension reduction on a dataset containing student data of over 500 NYC middle schools
- 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 1<sup>st</sup> out of 20+ teams in data hackathon and coordinated all meetings and final team presentation
- Reduced the extraction time of a dataset of over 10 million newspaper pages by 80%
- 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)