

# Jonathan Wang

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## EDUCATION

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**Cornell University, College of Computing and Information Science | Ithaca, U.S.A.** 2024 – 2025  
*Master's degree in Information Science*

- Coursework: Data Mining and Machine Learning, Intro to Database Systems, Digital Business Strategy

**National Taiwan University, College of Management/Social Sciences | Taipei, Taiwan** 2018 – 2023  
*Bachelor's degree in International Business (GPA = 3.9/4.0)*

- Coursework: Statistical Data Analysis, Big Data Marketing, Strategy Management, Brand Management
- Bachelor's degree in Sociology (minor)*
- Coursework: Quantitative/Qualitative Social Research Methods, Social Psychology, Sociology Theory

## LANGUAGE AND SKILLS

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- Languages: Mandarin (Native); English (Fluent, TOEFL iBT 114/120); Japanese (Proficient, JLPT N2)
- Programming Languages/Software: Python, R, MS Office (Excellent); SQL, Tableau (Proficient)
- Quantitative Methods: Inferential Statistics; Machine Learning with Regression and Classification
- Qualitative Methods: Participant Observation; In-depth Interviews; Thematic Analysis

## WORK EXPERIENCE

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**Research Assistant for Professor Hsuan-Wei Lee | Ithaca, U.S.A.** Oct. 2024 – Present

- Collaborating with Professor Hsuan-Wei Lee based at Lehigh University to support his research on marijuana commercialization and social media algorithmic bias with quantitative social science methods

**Research Assistant at Academia Sinica | Taipei, Taiwan** Oct. 2022 – Dec. 2022

- Deployed A/B testing to optimize test reliability and localized cultural-specific questions in support of the Generations & Gender Programme in Taiwan, contributing to its database of over 200,000 participants
- Examined over 20 years of data from the Taiwan Social Change Survey to analyze cross-generational social trends such as educational mobility and self-identification at the Institute of Sociology

**Part-Time Assistant (Consultant Intern) at beBit TECH | Taipei, Taiwan** Feb. 2022 – Jun. 2022

- Conducted comprehensive consumer and industry research with methodologies such as user-centric design and net promoter score (NPS), supporting the formulation of digital transformation strategies
- Consolidated and participated in in-depth consumer interviews of a fast fashion e-commerce platform with equipment such as eye-trackers to obtain insights on customer journey and user experience

**Strategy Intern at RedPeak | Taipei, Taiwan** Aug. 2021 – Dec. 2021

- Assessed branding elements of leading players with an in-house framework across eight projects spanning a wide array of industries, including consumer electronics, software, machinery, automobile, and more
- Spearheaded a brand analysis of the second-largest commercial automobile lighting manufacturer through market analysis, brand analysis, and executive-level interviews, successfully fostered a lasting partnership

## SELECTED PROJECT & RESEARCH EXPERIENCE

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**Impact of Xiaohongshu Usage on Young Females' Body Dissatisfaction ([link](#))** Nov. 2023 – Jan. 2024

- Identified how social media influences females' body dissatisfaction through a Thematic Analysis of eleven in-depth interviews with Xiaohongshu as an instance under the instruction of Professor Nanyi Bi

**The Shift of Spouse Selection Criteria in Taiwan** Nov. 2022 – Dec. 2022

- Analyzed differences in spouse selection criteria of Gen-Z and Millennials with Latent Class Analysis to identify clusters across 245 samples and tested three related hypotheses with Generalized Linear Models

**Credit Card Database Marketing Analysis Report** Mar. 2021 – May. 2021

- Compiled a business analysis report analyzing over 7,000 transactions of 100 card owners with statistical methods such as Factor Analysis to provide insights into data-based marketing strategy planning

## EXTRACURRICULAR EXPERIENCE

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**J.P. Morgan Asset & Wealth Management Challenge** Oct. 2020

- Designed an investment portfolio based on specific strategic goals and conceptualized the influence of real-world economic and political variables into quantifiable effects in nine different scenarios