

Yi-Hsuan (Cindy) Lin

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EDUCATION

New York University, Steinhardt School of Culture, Education & Human Development, New York, NY Sep. 2019 – May 2023

- Bachelor of Science, Applied Psychology | Overall GPA: 3.75
- Major Coursework: Developmental Psychology, Social/Cultural Psychology, Counseling Interview
- Relevant Coursework: Statistics, Calculus, Micro/ Macroeconomics, Research Methods, Liberal Studies Core Curriculum

Honors: NYU Dean's List 2019-2020 academic year, NYU Steinhardt Dean's List 2021-2022 academic year

RELEVANT EXPERIENCE

Data Analyst Consulting Intern | EDPYPF Services Inc. | Remote - New York, NY May 2022 – Aug. 2022

- Conducted customer segmentation analysis to identify high-value customers for a retail chain store.
- Developed dashboard analysis to evaluate the effectiveness of an e-commerce client's marketing campaign.
- Contributed to a market & profitability analysis to provide selling strategy recommendations for a telecom company.
- Participated in workflow model designs contributing to business requirement delivery.

Market Research Analyst Intern | Hycon Research Co. Ltd | Shanghai, China May 2021 – Aug. 2021

- Conducted quantitative analysis using SPSS to analyze product and concept test results to assess business potential.
- Assisted in designing qualitative research questionnaire; summarized key findings after consumer focus group discussion.

Marketing Intern | Shanghai Hinichijou Café | Shanghai, China May 2020 – Aug. 2020

- Participated in an innovative charity project to incorporate autistic children's drawings on café cups; created a campaign idea to help raise awareness of autistic children in China.
- Analyzed customer reviews from social media platforms to provide feedback; edited websites and posted new marketing content.

ADDITIONAL EXPERIENCE

Data Analytics Consulting Virtual Internship | Forage KPMG | Remote - New York, NY Sep. 2022

- Conducted RFM analysis to identify target customers for a company to drive higher value.

Commercial Banking Innovation Development Program | Forage J.P. Morgan Chase | Remote - New York, NY Sep. 2022

- Utilized various analytical tools to evaluate a new banking service's market potential.

Google Analytics for Beginners and Advanced | Google Analytics Academy | Remote - New York, NY Aug. 2022

- Established skills to analyze internet-behavioral data to better understand customers and find solutions to improve businesses.

Research Lab Assistant | NYU Department of Applied Psychology | New York, NY Nov. 2021 – May 2022

- Organized quantitative and qualitative research results with SPSS, ATLAS.ti, and ELAN; led weekly team check-up meetings.
- Applied a partnership-based model to investigate how children's interaction with parents and teachers shapes their development.

Community Health Ambassador | NYU Shanghai Student Health Center | Shanghai, China Sep. 2020 – May 2021

- Led a team of seven and initiated a creative campaign that helped raise health awareness among the NYU Shanghai community.

ACTIVITIES

- **Volunteer | Nordoff-Robbins Center for Music Therapy | New York, NY** Sep. 2022 – Present
- **Active Member | NYU Gallatin Yoga Club | New York, NY** Sep. 2019 – Present
- **Active Member | NYU Taiwanese American Student Society | New York, NY** Sep. 2019 – Present

SKILLS & INTERESTS

- **Coding Languages:** SQL, Python, Java, HTML
- **Data Toolsets:** Databricks, SPSS, Excel, VBA, draw.io, ATLAS.ti, ELAN, Power BI
- **Languages:** English, Mandarin, Taiwanese
- **Interests:** Sports, Traveling, Painting, Art Crafting, Reading, Baking