

SHAOSUI(STELLA) HONG

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EDUCATION

Cornell Tech (Cornell University), New York, NY

May 2025

Master of Science in Information Systems (Stem Designated)

Relevant Coursework: Algorithm, HCI, Decision Models, Digital Marketing, Entrepreneurship Venture

Awards: Merit Scholarship

University of Washington (Foster School of Business), Seattle, WA

Sept 2019 -June 2023

Bachelor of Art in Business Administration with Honors | GPA: 3.88

Awards: Megna Cum Laude, Dean's List for 4 Consecutive Years

TECHNICAL SKILLS

Coding Language:

Python, SQL, R, HTML

Other Tools:

Excel, Canva, Figma, PowerPoint, SharePoint

EXPERIENCE

Xiaohongshu, Freelancer, Remote

June 2020- Present

- Operated a social media account with 81,042 followers, established cooperation with top retailer companies such as Valentino, FARFETCH, MYTHERESA, LUISAVIAROMA, 24S, and Gaston Luga and made company promotion for the client companies
- Earned a view of 33,463 and likes of 833 on the promotion article wrote for FARFETCH, by emphasizing FARFETCH's product variety and one-stop shopping experience
- Achieved \$3,375 tangible profits from sales for TopCashBack by producing a promotion content, which was highly appraised by the client, also enhanced the brand influence among younger generations by emphasizing the benefits and discounts provided by TopBashBack
- Gained trust from companies such as FARFETCH, Valentino and MYTHERESA, and cooperated with them for multiple times

University of Washington Housing & Food Service, Systems Assistant, Seattle

Sept 2019- June 2023

- Got promoted as a systems assistant after a high performance in customer analysis and a high working efficiency
- Proposed, designed, and carried out the new employee communication system, which decreased discrepancy between communication and data, hence, increased the employee working efficiency by 21.9%
- Implemented the shift log system to help shift leads better manage the employees' break time and clock-in/clock-off time, which increased system utilization
- Decreased the food waste expenses from \$300 to \$100 each week by analyzing the waste pattern using R studio, managed daily ordering for the perishable product, and conducted sales on the products that are near expiration date

CASE COMPETITION

Global Case Competition – Amazon Go Globalization Strategy, Strategic Leader

Dec 2022

- Gained the 3rd place by leading a team of 4 to provide a globalization strategy for Amazon Go through conducting market and competitor research, initiating the short team and long team implementation plan of globalization, and analyzing the Return on Investment, Net Present Value, and payback period
- Finalized the strategy with the plan of launching the Amazon Go stores in Japan as a short-term plan using the business strategy of partnership with 711, and launch further number of stores in Singapore and Korean as a long-term plan

PROJECT

Covid Wellness Project, (R)

Spring 2020

- Developed a website to help people better accommodate with their daily nutrition consuming during COVID-19 crisis by checking the data integrity among 54 databases relating to nutrition and picked out the best two data resources and pulled datasets into the R studio
- Applied different functions in R to clean, sort, combine, and analyze data, then, created data visualizations such as scatterplot, bar chart, world map, and uploaded the graphs on to the website to provided user a better understanding for the data and help user gain a better user experience

LEADERSHIP

Chinese Elite Consortium, Public Relation Representative, LA

June 2022-June 2023

- Initiated, organized and led the total of 20 public relation team members through writing promotion content, making posters, holding information sessions to advertise for the Global Student Stock Competition and other large event