

# SHAOSUI(STELLA) HONG

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## EDUCATION

**Cornell University (Cornell Tech), New York, NY** Aug 2023 - May 2025  
*Dual Degree in Master of Science in Applied Information Science and Information Systems (Stem Designated) | GPA: 3.96 / 4.0*

**University of Washington (Foster School of Business), Seattle, WA** Sept 2019 - Jun 2023  
*Bachelor of Arts in Business Administration with Honors in Information Systems and minor in Data Science (Stem Designated) | GPA: 3.88 / 4.0*

## INTERNSHIP AND RESEARCH EXPERIENCE

**University of Washington Housing & Food Services, Student Systems Assistant Analyst, Seattle** Sept 2022 - Jun 2023

- Identified issues within operating system and developed employee communication system that optimized system utilization by 3.5%, through working with cross functional IT teams that go through SDLC to analyze, build, test and maintain the system
- Increased the employee attendance rate by 10.25% by identifying the causes behind the decreasing attendance rate and developing a point system that extrinsically motivates employees
- Reduced weekly food waste expenses from \$300 to \$100 by creating a food waste sheet in Excel, importing the dataset into a MySQL database for analysis, and executing SELECT and COUNT queries to identify the categories most frequently represented in food waste, subsequently managing daily ordering patterns and initiating limited-time offer sales

**Xiaohongshu(The top influential social media platform in China), Digital Marketing Analyst Freelancer** Jun 2020 – Jun 2022

- Established a following of over 81K by executing market and consumer analyses to create valuable content on the fashion industry; established and maintained advertising partnerships with e-commerce retailers such as Mytheresa and Luisaviaroma
- Assessed trending fashion keywords using Excel and MySQL for text mining, tailored a promotion strategy for Valentino's latest collection, applied the A/B Testing method to enhance advertising impact, and increased the brand's appeal to target stakeholders
- Determined Farfetch's unique selling points through company analysis and assessed the preferences of the target audience by conducting primary and secondary consumer research. Devised a targeted promotion strategy that emphasized selling points to maximize promotional effectiveness, resulting in \$3375 in tangible profits and securing multiple future collaborations

**Galaxy Securities, Financial Analyst Intern, China** Jun 2021- Sep 2021

- Assisted five clients in building stock portfolios that delivered a 9.87% ROI by performing financial analysis to determine the present and future financial performance of stocks, and presented the findings to clients using data visualization techniques such as Tableau and Power BI to enhance clarity and impact
- Analyzed clients' specific financial needs to match them with optimal financial products, maximizing ROI through strategic financial planning and adherence to KYC, Client Due Diligence, and AML policies
- Maintained weekly communication with clients to capture any changes in their financial circumstances, delivering up-to-date strategies tailored to their evolving needs

## CASE COMPETITION AND PROJECT

**Global Case Competition – Amazon Go Globalization Strategy, Business Strategic Analyst** Dec 2022

- Led a team of four and initiated 15 meetings among team members, securing 3rd place out of 14 global teams. Provided a globalization strategy for Amazon Go by conducting industry, competitor, company and stakeholder analysis, devising a strategic plan, establishing short-term and long-term implementation plans, and assessing the financial viability of the proposal
- Constructed a scoring matrix to help assist strategic decision making by inserting data of GDP, inflation, cost of labor, economic growth, etc., from each country into Excel. Wrote functions to weigh each segment and added an additional column for the computed final score, compare the final score to select the most optimal country for Amazon Go globalization plan

**Nutrition Fact Project, Data Analyst** Mar 2020 – Jun 2020

- Conducted agile methodology and developed a website with cross-functional team of 5 to help people better accommodate their daily nutrition consumption during the COVID-19 crisis by checking the data integrity among 54 databases relating to nutrition and picking out the best two data resources and pulling datasets into the R Studio
- Utilized R functions that enabled the ETL process, created visualizations like scatterplots and bar charts, and enhanced website interface using CSS to improve data comprehension and user experience
- Conducted two user acceptance test(UAT) rounds with 20 participants, effectively communicated feedback to the design team, and made improvement on the website based on user insights and suggestions

## SKILLS

**Analytical Skills:** Excel (VLOOKUP, Pivot, VBA), SQL (JOIN), Tableau, Microsoft Office Suite, Visio, Jira, PowerPoint, Power BI, SaaS (SharePoint), Python (Pandas), R, HTML, CSS, Canva, Figma, Adobe Illustrator

**Business Skill:** Agile Methodology, Working with cross-functional teams, Product Management, Project Management, CRM, GTM