NICHOLAS WU

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EDUCATION

New York University, Leonard N. Stern School of Business   **New York, NY**
Bachelor of Science in Finance, Minor in Data Science   *May 2024*
- Relevant Coursework: Statistics, Data Science for Everyone
- Activities: Varsity Men's Fencing Team, Quantitative Finance Society, Business Analytics Club

Stanford University Online High School   **Redwood City, CA**
High School Diploma   *June 2020*
- Relevant Coursework: Differential Equations, Linear Algebra, Multivariable Differential & Integral Calculus

EXPERIENCE

New York University, Wasserman Center for Career Development   **New York, NY**
Research Analyst   *Sept 2020 – Present*
- Aggregated data on recent alumni to track post-baccalaureate activity through Excel, collecting 200+ observations daily to create alumni knowledge database
- Analyzed the career outcome and previous work experience of over 13,000 recent graduates with a team of 25 to support strategic initiatives of the career center
- Identified factors that contribute to employment or higher education enrollment to support career development for current students.

University of Pennsylvania, Wharton School of Business   **Philadelphia, PA**
LEAD Summer Business Institute Scholar   *June 2018 – July 2018*
- Developed a targeted marketing strategy for Johnson & Johnson's McNeil company to transition Zyrtec into an over-the-counter medication, including studying target markets, devising pricing strategies, and designing innovative packaging
- Guided as a technology advisor for OmniTurn, a startup focused on improving return logistics efficiency for retailers, inventing a system to track and assess the quality of returned products
- Established a business plan with a team of 6 used to pitch OmniTurn to a panel of venture capitalists, overseeing the return logistics' structure and leading the analysis of potential competitors

PROJECTS

Understood.org Non-Profit Partner Recommendation (Python)   *Nov 2020*
New York University Datathon
- Predicted and recommended a set of the top 10 non-profit organizations for Understood.org to collaborate with based on matching the statistics and characteristics of their current partners
- Built a customized python-based data collection tool using **Selenium** to extract 3,000+ non-profit data from GuideStar's reports
- Developed models for classification and calculated feature importance using **Pandas** and **sklearn**

Think Positive (Swift)   *Feb 2018 – Sept 2018*
Independent Project
- Engineered an iOS app titled "Think+" (Think Positive), an application aimed to treat anxiety disorders including depression, phobias, and PTSD utilizing Eye Movement Desensitization and Reprocessing (EMDR) therapy
- Researched and coded the main functionality of the application in **Swift** using **SQLite** to store user sessions data in a database, personally aiding in the treatment of family and friends' anxiety and depression
- Optimized and analyzed App Store Optimization through keyword and local promotions, accomplishing the sale of 4,000+ units

SKILLS

- Languages: Mandarin Chinese (Upper-Intermediate), Latin (Basic)
- Computer: Python, Swift, Excel, XCode, Git, MATLAB, C
- Design: Photoshop, Illustrator
- Interests: Fencing