

Rachel Chung

+1 (860) 975-7722 | schung02@wesleyan.edu

EDUCATION

Wesleyan University, CT – Bachelor of Arts, Double Major: Economics, Government

May 2020

Statistics and programming coursework: 11 courses including statistical modelling, statistical analyses and economic modelling in R, Excel, SQL, Stata, Mathematica, Visual Basic and Python | Overall GPA: 3.63/4.00

WORK EXPERIENCE

IT Associate Business Analyst Intern, URBN (Urban Outfitters, Anthropologie, Free People), Philadelphia

June – Aug 2019

- Tested 65+ software functions with minimal supervision to meet hard rollout deadline for core ERP system upgrade after 10-hour training; biggest upgrade in 7 years benefitting 700+ users
- Developed 2 Qlik dashboards to guide decision making of \$50M worth of product assortment using 11 visualizations for 450+ buyers to easily examine 24 KPIs, ROI indicators and product attributes in 200 product classes; used SQL for data validation
- Self-taught a new merchandise planning software in 2 days to take over testing of 835 test items for team member

Fellow, Bully Pulpit Interactive, Washington DC

June – Aug 2018

- Assisted key account handler in carrying out digital campaigns for 4 top billing clients competing in energy, sports and politics industries
- Originated 4 new digital advertising campaigns for Democratic National Committee
- Improved campaign performances by leveraging social media analytics for \$450k digital ad spend to strengthen clients' leadership positions and increase ROI
- Performed as a copywriting powerhouse - wrote 200+ digital ads, social media posts and email newsletters

Strategy & Planning Intern, McCann & Spencer, Hong Kong

June - Aug 2017

- Managed campaign pitch to successfully reach top 2 finalists shortlisted by McDonald's for their China campaign
- Led multiple work streams: insight identification, storyboard composition, social media strategy, and content testing
- Drove one winning national campaign idea among 3 China regional offices & 4 creative teams
- Aligned 3 C-level executives feedback and synthesized creative ideas with strategy for all involved parties

Business Development Intern, Altitude Labs, Hong Kong

Feb - Apr 2017

- Developed SEO strategies driving 4x backlinks increase over 3-months: executed link building, content marketing, webpage analytics, search term analysis, wireframe designing & copywriting strategies
- Strategized prospecting for Metisa, an AI predictive marketing platform; upgraded SMEs pitch packages to MNCs pitch packages
- Advanced social media strategies: designed daily social media postings; reviewed performance against KPIs

DATA ANALYSIS RESEARCH

Research Assistant, Wesleyan Travelers Lab

Sept 2017 – Present

- Teamed up with 5 students from history, geography and data analysis to detect trends in mentions of places in medieval Byzantine book
- Devising codebook and visualizations on research methodology and data structure for dataset upload to Github for public use
- Prepared dataset with 690+ places mentioned in 530 chapters for statistical analysis and visualization utilizing R and Excel
- Created 20 unique Tableau exploratory visualizations for team to uncover insights; visualizations presented by professor at Harvard talk

Peer Mentor, Applied Data Analysis

Feb – Dec 2019

- Appointed teaching assistant to break down key concepts in statistical modelling and debug R code for 6 programming beginners
- Guiding 6 semester-long research projects through data management, graphing and statistical analyses

Independent Project, Governor Cuomo Twitter Analysis

July – Sept 2018

- Initiated [fully-fledged data analysis study](#) for self-enrichment to uncover trends in how political news spreads on social media
- Examined 100,000+ tweets around New York Governor Cuomo by performing word-frequency, network and time-series analysis using R ; employed Tableau for [data visualization](#)

LEADERSHIP EXPERIENCE

Board Intern, The Connection Inc, Middletown, CT

Sept 2018 – May 2019

- Appointed young voice to assist board serving 15,000+ clients with behavioural health and family problems across Connecticut
- Conducted literature reviews on multi-year cost-benefit analyses to fuel grant application writing

President, Wesleyan American Civil Liberties Union, Middletown, CT

Sept 2018 – May 2019

- Mobilized 15 student members to organize timely panels and events to penetrate 2,900+ student body in relation to current affairs
- Ran weekly meetings with leadership team to facilitate group alignment and ensure timely delivery on key projects

LANGUAGES & WORK AUTHORIZATION STATUS

Languages: Fluent Cantonese, Working Proficiency Mandarin

Work Authorization Status: OPT STEM extension eligible. Can work for 3 years in total without visa sponsorship.