

# Shannon Lu

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## Education

### Carnegie Mellon University

B.S. in Information Systems and  
Statistics & Machine Learning  
Minor in Human Computer Interaction  
Expected Graduation May 2020  
GPA: 3.78 / 4.00

## Leadership

### TEDxCMU - Webmaster

Fall 2017 - Spring 2019  
Improved the TEDxCMU website by  
incorporating analytics to better understand  
our site audience. Since its re-launch in  
September 2018, received 13.7k+ pageviews  
and 6.1k+ visitors. Constantly adapted my  
role to support the larger TEDxCMU team in  
pulling off our annual \$22,000 event.

### CMU Residential Education - Community Advisor

Fall 2017 - Fall 2018 (RA), Spring 2019 (CA)  
Led a team of 5 Resident Assistants to develop  
a strong sense of community among 140+  
residents by fostering an environment that  
contributes to personal and academic success.

## Skills

Python	Data Analysis
SQL	Statistical Inference
Java	Regression
HTML/CSS	Data Visualization
Ruby	Database Management
R	

## Activities

Alpha Kappa Psi Business Fraternity  
alpha Kappa Delta Phi Sorority  
National University of Singapore -  
Exchange Fall 2019

## Experience

### Deloitte - Analytics Intern

June 2019 - August 2019 | New York, NY  
Worked within the Regulatory & Operational Risk department of the  
Risk and Financial Advisory practice and performed data remediation  
on a Bank's regulatory reporting. Process involved detailed system  
assessments, logic transformation review, and quality assurance on  
all workstreams.

### Viacom - Audience Science Intern

June 2018 - August 2018 | New York, NY  
Operated within the Analytics & Insights team and produced weekly  
performance reports on digital advertising campaigns for TV Land  
and Comedy Central shows that provided understanding of how  
marketing efforts drive tune-in and brand awareness.

### 1Digital Agency - Digital Marketing Intern

July 2017 - August 2017 | Philadelphia, PA  
Created original content to optimize customer conversion on  
eCommerce sites. Organized social media marketing campaign and  
analyzed customer engagement using the AgoraPulse software.

## Projects

### Black & Veatch Incident Data Research

September 2018 - December 2018  
Collaborated with 3 other students in a partnership with Black &  
Veatch to analyze their historical data on recorded incidents, injuries,  
and property damage cases. Awarded third place at Meeting of the  
Minds, Carnegie Mellon's annual Research Symposium.

### CMU Academic Development Coaching Assessments

February 2019 - May 2019  
Built a reporting dashboard to visualize responses to Pre- and Post-  
assessments of students' study habits and attitudes to better  
evaluate the Academic Coaching program.

### APOGEE Radial Velocity Data Research

February 2018 - May 2018  
Performed supervised and unsupervised learning analysis on  
APOGEE Radial Velocity data from the Sloan Digital Sky Survey to  
better understand the proportion of multiple star systems in the  
Milky Way.