

Shannon Lu

<http://shannon-lu.me>
shannon.lu162@gmail.com
908.255.3385

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.