

# STEPHANIE ZOU

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## EDUCATION

### Flatiron School, Software Engineering

New York, NY

- **15-Week Immersive Coding Bootcamp:** Full-Stack Web Development

Mar 2020 – Jun 2020

- **Skills:** Ruby, Ruby on Rails, Active Record, SQL, PostgreSQL, Sinatra, JavaScript, React.js, Redux.js, Git, HTML/CSS

### New York University, Leonard N. Stern School of Business

New York, NY

- **B.S. in Business:** Business & Political Economy Program (BPE) | **GPA:** 3.7/4.0

Sept 2016 – Jan 2020

- **Study Abroad:** NYU London & NYU Shanghai | **Skills:** Microsoft Excel & PowerPoint, SQL, Agile Development

## WORK EXPERIENCE

### The Walt Disney Company

Burbank, CA

Analyst, Disney Media and Entertainment Distribution Strategy

Aug 2020 – Present

- Analyze key performance indicators to define a streaming strategy at the company and grow Disney+, Hulu, ESPN+
  - Work cross-functionally with teams at Disney Streaming Services, Hulu, and ESPN to ensure product alignment
- Assess the value of an incremental DTC subscriber to model the impact of streaming across legacy media assets (i.e. disruption to studios and networks)
- Evaluate emerging trends across competition and assess new windowing and deployment strategies across digital platforms to drive user engagement and satisfaction
  - Leverage understanding of user behavior to analyze bundling economics for potential DTC products

### Perella Weinberg Partners

New York, NY

Investment Banking Summer Analyst (Offered Full-time Position)

Jun 2019 – Aug 2019

- Modeled the financial impact of a \$800M telecom company acquisition for a \$1.8B private equity client
- Worked with a ~\$9B beverage company to explore sell-side opportunities for a product line in their portfolio

## TECHNICAL PROJECTS

### Be Engaged Election Tracker – Web Application

New York, NY

React.js, Redux.js, Ruby, Rails, PostgreSQL, Twilio API, Google Civic Information API, and Bootstrap

Jun 2020

- Developed a full-stack app that tracks elections to promote civic engagement among users and implemented features such as CRUD user actions and Twilio API text notifications for voting deadlines
- Set up user authentication by utilizing JSON Web Tokens and localStorage to store encrypted user info client-side

### “Yelp” for Affordable After School Activities – Web Application

New York, NY

Ruby, Rails, PostgreSQL, HTML, and Bootstrap CSS Library

Apr 2020

- Developed a RESTful full-stack web app on Rails where users can search for nearby affordable after-school activities
- Implemented features: password encryption, authorization for multiple users, validations, nested routes, and input forms

## COMMUNITY & VOLUNTEERING

### Bluebonnet Data

Remote

Data Fellow

Mar 2021 – Present

- Trained on political data methods, such as how to work with census data, the voter file, and VAN/VoteBuilder
- Leverage agile project management tools to collaborate with data fellows to serve as a volunteer data analysts for progressive down-ballot campaigns

### Hit Living Foundation

Los Angeles, CA

Adoption Coordinator

Feb 2021 – Present

- Coordinate with 23 volunteers to rescue 5+ dogs weekly from high-kill shelters, vaccinate, and relocate to foster homes
- Evaluate 100+ adoption applications weekly with the adoption team through a rigorous vetting process of phone screens, video calls, and in-person meets

## PUBLICATIONS & CERTIFICATIONS

**Publications:** Writer for Medium Publications ‘The Startup’ and ‘Level Up Coding’ at [medium.com/@stephaniezou](https://medium.com/@stephaniezou)

**Certifications:** General Assembly Agile Development Certification (2019), US Sailing Association National Finalist (2015/6)

**Interests:** Volunteering, Just Mercy (book), Pachinko (book), The Beatles, A24 films, Code Switch (podcast), A16z (podcast)