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 – June 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   *Sep 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*
- Leverage strategic frameworks to grow and refine the suite of streaming services: Disney+, Hulu, ESPN+, and Star+
  - Maintain a user-focused mindset by evaluating new windowing and direct-to-consumer content deployment strategies to release blockbuster movies and match pre-COVID box office revenues
  - Negotiate tactical wholesale deals resulting in > 8 million of incremental subscribers to the Disney bundle
- Own and develop models to explore growth opportunities for ESPN by analyzing multichannel and broadband-only subscriber trends, the risk of internal disruption and cannibalization, the financial future of linear networks

City of Wind Design   Chicago, IL
Frontend Web Developer (Remote Part-time)   *Aug 2020 – Present*
- Collaborate with designers and developers to build apps for the agency and its clients with a focus on accessibility
- Develop frontend designs using React.js, Redux.js, OOJS, and Sass

Perella Weinberg Partners   New York, NY
Investment Banking Summer Analyst (Offered Full-time Position)   *Jun 2019 – Aug 2019*
- Tracked user data for a semi-conductor tech client to forecast revenue and advised a more efficient cost structure
- Explored two M&A opportunities in the fitness sector for a ~$2B privately-owned media client to diversify holdings
- 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, HTML, and Bootstrap CSS library   *Jun 2020 – Present*
- Developed a full-stack app with a Google API backend that tracks elections to promote civic engagement among users
- Set up user authentication by utilizing JSON Web Tokens and localStorage to store encrypted user info client-side
- Implemented features: CRUD actions for the user, react routing, and Twilio API text notifications for voting deadlines

TMDb Curated Movie Archive – Web Application   New York, NY
JavaScript (Object-oriented JS), Ruby, Rails, PostgreSQL, HTML, and Semantic CSS library   *May 2020 – Present*
- Developed a full-stack web app using a vanilla JS and Rails that provides curated movie recommendations to users
- Fetched data from an external API (TMDb) and built associations so that users can comment, like, and filter movies
- Implemented features: dynamic search/filter, RESTful application functions, semantic UI CSS

After School Activities "Yelp" – Web Application   New York, NY
Ruby, Rails, PostgreSQL, HTML, and Bootstrap CSS Library   *Apr 2020 – Present*
- Developed a REST full-stack web app on Rails and implemented a search engine where users can create accounts as a family or teacher, post/edit ratings, see ratings from other families, and search for teachers to view endorsement lists
- Implemented features: password encryption, authorization for multiple users, validations, nested routes, and input forms

PUBLICATIONS & CERTIFICATIONS

Publications: Published writer for Medium Publications 'The Startup' and 'Level Up Coding' at medium.com/@stephaniezou
Certifications/Awards: General Assembly Agile Development (2019), US Sailing Association National Finalist (2015/6)
Interests: Just Mercy (book), Dune, Classic Rock, Deep-sea Fishing, A24 Films, Pod Save The People & A16z (podcasts)