STEPHANIE ZOU

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EDUCATION

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 – Dec 2019
- **Study Abroad**: NYU London & NYU Shanghai

Flatiron School   New York, NY
- **Coding Bootcamp:** Software Engineering   Mar 2020 – Jun 2020

WORK EXPERIENCE

The Walt Disney Company   Burbank, CA
Strategy Analyst, Disney Media and Entertainment Distribution   Aug 2020 – Present
- Built monetization model, projected to drive ~$1B+ in revenue at launch
- Designed promotional offers targeting 2M+ consumers, increasing Disney+ subscriber conversion by 15%
- Analyzed consumer research data to achieve ~30% reduction in annual user churn through bundling
- Convinced senior team to add a new profitability metric to communicate value of streaming to executives
- Collaborated with engineering teams to analyze gaming landscape and proposed three new initiatives

Bluebonnet Data   Cambridge, MA
Political Data Fellow   Mar 2021 – Present
- Built visualization dashboard for voting trends from district-wide data points, used by a team of 25 people
- Collaborated with two engineers to run similarity tests on neighboring districts, increasing campaign data coverage on voter demographics by 55%

Perella Weinberg Partners   New York, NY
Analyst, Tech Media & Telecom   Jun 2019 – Aug 2019
- Conducted market analysis and made product lifecycle recommendations for $3B hardware company, increasing top-line growth by 5% YoY

TECHNICAL PROJECTS

Be Engaged, Election Tracker App   Jun 2020 – Nov 2020
- Surveyed 100 participants to identify three product critical user journeys in civic engagement in local, state, and general elections
- Built a web app in React/Redux and Rails technologies and deployed on Heroku with 50 first-week sign ups

Affordable After School Activities "Yelp", Search App   Mar 2019 – Feb 2020
- Interviewed 50 users to identify two core pain points: availability and affordability of after-school activities
- Built a Rails app that scraped 50 webpages for 100+ affordable after-school activities, leading to ~200 signups across five schools
- Iterated on MVP feedback to achieve ClassDojo compatibility and increase engagement by 150%

SKILLS

Languages: Ruby, Ruby on Rails, Active Record, SQL, JavaScript, React.js, Redux.js, Sinatra, Git, HTML/CSS
Software: Microsoft Excel & PowerPoint, Google Data Studio & Analytics, Visual Studio Code, Asana, Figma

PUBLICATIONS, LANGUAGES, & CERTIFICATIONS

Publications: Writer for Publications 'The Startup' & 'Level Up Coding' www.medium.com/@stephaniezou
Languages: English, Chinese (Mandarin)
Certifications: General Assembly Agile Development (2019), Flatiron School Software Eng. (2020)