

SUNNY SUN

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EDUCATION

Carnegie Mellon University

Pittsburgh, PA

B.S. in Business Administration (concentration in MIS), Additional Major in Human-Computer Interaction

May 2023

Awards: First Place, Deloitte Undergraduate Case Competition 2021; Finalist, Wharton Undergraduate Case Competition 2021; Second Place, Accenture Strategy Case Challenge 2021; Dean's List (Fall 2020, Spring 2021)

- **Relevant Coursework:** Business Computing (Microsoft Excel), Fundamentals of Programming (Python), Programming Usable Interfaces (CSS & HTML), Methods in Statistics and Data Science (R), Modern Data Management (Tableau, SQL, MongoDB)

WORK EXPERIENCE

Accenture Strategy

New York City, NY

Incoming Strategy Summer Analyst

June 2022 – August 2022

Fusion Fund

Palo Alto, CA

Venture Capital Analyst Intern

May 2021 – Present

- Support investment team by assisting with due diligence process, contributing to pitch meetings, and sourcing potential startups
- Evaluate dozens of early-stage startups from internal outreach, conferences, and referrals from leading and interacting at screening meetings with CEOs and founders for a potential \$1-\$4M investment opportunity
- Compile quarterly reports for all three funds with 40+ investments across healthcare, enterprise, and industrial sectors for LPs

Carnegie Mellon Human-Computer Interaction Institute

Pittsburgh, PA

VR Developer and Research Assistant

Jan 2021 – May 2021

- Developed three Virtual Reality Environments in Unity to identify VR communication tools for professional collaboration
- Completed several literature reviews pertaining to team building and social psychology, applying findings into VR development
- Conducted four rounds of testing with 30 students and compiled and communicated feedback back to the VR development team

Undergraduate Consulting Club

Pittsburgh, PA

Pro-Bono Consultant

Sept 2020 – May 2021

- Devised a revenue and pricing model to maximize userbase and increase deal efficiency for a Machine Learning M&A platform
- Highlighted key differences and details to consider in the pricing strategy for the Chinese vs. US market
- Analyzed competitors, current customers, pricing and marketing strategies, and key components of short and long-term strategies

Washington County Tourism Promotional Agency (WCT)

Pittsburgh, PA

Strategy Consultant

June 2020 – Aug 2020

- Compiled detailed reports with marketing strategies for three clients to attract and retain customers for COVID re-opening
- Designed surveys, conducted interviews, analyzed competitors, and completed SWOT analysis to explore potential solutions surrounding partnerships with local organizations and schools, social media strategy, and website design
- Analyzed hundreds of survey responses and created charts, graphs, and reports to provide further insight on our target market

LEADERSHIP

Carnegie Mellon Undergraduate Consulting Club

Pittsburgh, PA

President (April 2021-May 2022), Advisor (May 2022-Present)

April 2021 – Present

- Lead executive board team to host yearly case competitions, pro-bono consulting projects, recruitment, and networking sessions
- Facilitate weekly meetings featuring professional development, consulting workshops, alumni speakers, and company panels
- Collaborate with recruiters for Consulting Week, a series of nine recruiting events and workshops with 200+ attendees

Carnegie Mellon Women in Business

Pittsburgh, PA

President (April 2021-Present), VP Membership (April 2020-April 2021)

April 2020 – Present

- Initiate a mentorship and membership program, increasing attendance and member participation by 150% across majors
- Collaborate with companies, alumni, and other colleges to organize and secure sponsors for a conference with over 60 attendees
- Spearhead our first ever Women in Business Week, a series of events, workshops, and panels focusing on gender equity

SKILLS & INTERESTS

Technical: Python, Java, R, Microsoft Office, Microsoft Excel, SQL, Tableau, Salesforce, MongoDB, CSS, HTML, JQuery, Bootstrap, Javascript

Design: Figma, Canva, Adobe Photoshop, Adobe InDesign, Unity

Languages: English (Fluent), Mandarin (Fluent), French (Basic)

Activities: Delta Delta Delta Sorority (Alumni Relations, VP Membership Experience), Activities Board — Student Government (Publicity Chair), Tartan Ambassador (Tour Guide), Xfinity Ambassador, American Marketing Association (VP Programs)

Interests: Skiing, Swimming, Graphic Design, UI/UX Design, Community Service, Stand-up Comedy, Music Producing