

SUN YU

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SUMMARY

Recent Michigan State graduate with experience in user research, product strategy, and go-to-market planning for AI-powered products. Seeking APM role to build commerce tools that empower small businesses and sellers.

EXPERIENCE

MSU Office of Faculty and Academic Staff Affairs

May 2024 - Sep 2024

Project Management Intern

East Lansing, MI

- Conducted landscape analysis and UX audit across 50+ pages of internal and competitor websites, identifying gaps in information architecture, content strategy, and usability to inform product roadmap
- Led user research initiative by interviewing 11 team members, synthesizing findings into a comprehensive report with actionable recommendations that influenced tool selection and workflow improvements
- Defined product requirements and evaluated three project management platforms (Monday.com, ClickUp, Microsoft 365) by mapping user needs to features, resulting in a leadership-approved tool recommendation
- Designed end-to-end social media strategy, selecting platforms, defining content themes, posting cadence, engagement metrics, and crisis-management protocols, which increased FASA's brand visibility and audience engagement
- Aligned 5+ cross-functional stakeholders (marketing, events, communications) on unified content strategy, creating monthly calendar that ensured brand consistency across Facebook and Instagram

SOUTHWESTERN ADVANTAGE

Apr 2022 - May 2023

First Year Salesperson

Nashville, TN

- Achieved 21% conversion rate across 794 product demonstrations by identifying user needs and tailoring solutions, validating product-market fit with 168 families for educational tools improving K-12 learning outcomes
- Generated \$42,020 in revenue in 14 weeks, ranking top 10% of 1,000+ representatives through rapid experimentation with value proposition messaging, demonstration structure, and conversion optimization
- Implemented data-driven approach using CRM-style performance tracking to inform daily prioritization, resource allocation, and identification of high-impact user segments
- Earned the Top First Year Award, placing in the top 10% of over 1,000 first-year salespeople companywide, in recognition of exceeding sales targets and delivering high conversion rates
- Gold Seal Award (working over 75 hours/week, all summer)
- "I Wanna Win" Award (best week in sales during final two weeks of summer)

EAGLE E&C

May 2021 - Aug 2021

Executive Assistant

Singapore

- Supported executive stakeholder management by facilitating client-facing meetings through agenda preparation, documentation, and action-item tracking, which improved meeting efficiency and ensured timely follow-up on decisions
- Conducted vendor research and comparative cost-benefit analysis, reducing website hosting costs by over 100% through data-driven provider evaluation and recommendation
- Maintained confidentiality while managing sensitive documents and strategic communications

Projects

COG AI Platform Strategy

Aug 2025 - Dec 2025

Michigan State University Capstone, Strategic Lead & Primary Presenter, Go-to-Market Strategy

East Lansing, Michigan

- Led 6-person team as strategic lead, driving weekly sprint reviews with faculty advisor to align on deliverables and roadmap priorities; co-presented final go-to-market strategy to startup founder, receiving positive feedback on competitive positioning and execution plan for Gen Z job seekers (4.3% unemployment, 14M+ active candidates)
- Conducted competitive intelligence on 2 AI productivity startups (\$30M+ combined funding) using iterative AI-assisted research (ChatGPT) to analyze product features, funding, and ethical positioning; synthesized findings into SWOT framework identifying market differentiation opportunity in human-centered AI tools vs. productivity-only competitors
- Designed integrated campaign strategy spanning 4 digital channels (TikTok, Instagram, LinkedIn, YouTube) and experiential "Do Tank Lab" events; developed brand manifesto and messaging framework, created primary strategy documentation, and facilitated cross-functional alignment on positioning COG's ethical AI approach for education and corporate partnerships

EDUCATION

MICHIGAN STATE UNIVERSITY

Aug 2021 - Dec 2025

Bachelor of Science, Advertising Management

East Lansing, MI

- **GPA:** 3.26
- **Achievements:** Dean's List (multiple semesters)
- **Coursework:** Digital Analytics, Consumer Behavior, Marketing Strategy, UX Principles, Account Planning & Research

SKILLS

- **Product & Research:** User research, competitive analysis, product strategy, content strategy, roadmap planning, stakeholder management
- **Data & Analytics:** Excel (advanced), Google Analytics, conversion optimization, KPI definition, A/B testing
- **Tools:** Google Workspace, Notion, social media analytics, project management platforms
- **Languages:** English (Native), Korean (Fluent), Chinese (Conversational)