

Chushan (Susan) Huang

Chicago, IL (Open to Relocate) | +1 (530) 760-9673 | susanhcs20011026@gmail.com | [LinkedIn](#)

EDUCATION

| | |
|--|-----------------------|
| University of Chicago , Chicago, IL <i>Digital Communication and Media/Multimedia</i> | Sep. 2025 – Dec. 2026 |
| University of California, Davis , Davis, CA <i>Bachelor of Arts</i> in Communication, GPA: 3.5/4.0 | Sep. 2020 - Jun. 2025 |

PROFESSIONAL EXPERIENCE

| | |
|---|----------------------|
| Indy | Remote, USA |
| Marketing & Operation Intern | Sep.2025-Present |
| <ul style="list-style-type: none">Orchestrated outbound co-marketing campaigns for 800+ prospective partners; optimized email copy to drive a 15% increase in engagement across newsletters and collaborations.Conducted competitor benchmarking and market research to identify high-impact collaborators, resulting in a 20% improvement in partner response rates through targeted segmentation.Facilitated partnership signing discussions and supported revenue-share programs targeting 5%+ month-over-month growth by tracking and reporting on campaign KPIs. | |
| Ogilvy | Beijing, China |
| Strategy & Consumer Insights Intern | Sep. 2024 - Oct.2024 |
| <ul style="list-style-type: none">Conducted audience segmentation and competitor benchmarking across 3 product lines for Heytea, helping them to identify the top 2 growth segmentsProvided content recommendations that increased audience engagement by 15% on TikTok within 4 weeksDelivered weekly analysis on audience behaviors and presented findings to cross-functional teams, enabling them to optimize content and marketing campaigns | |
| GuangZhiChuangXiang (Contractor Agency for ByteDance) | Beijing, China |
| Marketing Assistant | May 2024 - Sep. 2024 |
| <ul style="list-style-type: none">Analyzed performance of UGC (User-Generated Content) on TikTok from 10+ ad creatives and recommended optimizations that improved CTR of content by 12%Produced weekly reports for top-performing content that delivered 500,000+ impressions across TikTokDelivered data-backed insights that influenced ad budget reallocation and improved ROI on top creatives | |

RESEARCH & PROJECTS EXPERIENCE

| | |
|---|-----------------------|
| Quantitative Statistical Analysis & Inferential Modeling via Python | Jun. 2025 – Feb.2025 |
| <ul style="list-style-type: none">Processed large-scale North Carolina birth datasets using Python (Pandas), streamlining data cleaning and categorical encoding to ensure 100% data integrity for analysis.Developed distribution models with Matplotlib to visualize health trends; applied Hypothesis Testing (Z-tests) to convert complex numerical data into actionable public health insights. | |
| Driving Behavioral Insights through SQL-based Analysis of Social Media Engagement | Oct. 2025 – Dec.2025 |
| <ul style="list-style-type: none">Database Architecture: Engineered a multi-table relational database using SQL to structure 16,000+ social media records, optimizing data integrity through primary/foreign key relationships and junction tables.Data Analytics & Insights: Authored complex SQL joins and aggregations to analyze how communicative tones and visual elements influence engagement metrics (likes/reposts), delivering data-driven behavioral insights. | |
| AI Content Moderation: ChatGPT vs. Human Group Research Project | Feb. 2024 - Jun. 2024 |
| <ul style="list-style-type: none">Classified 16,000+ YouTube videos into six categories of harmful content; ensured inter-rater reliabilityVisualized and interpreted model discrepancies using Python and Excel, revealing key differences between human and AI moderation decisions | |

SKILLS

- Technical Skills:** SQL (Schema Design, Joins, Aggregations), Python (Pandas, Matplotlib, Statsmodels), Advanced Excel (PivotTables, VLOOKUP), Qualtrics.
- Marketing & Research Methods:** Audience Segmentation, Campaign KPI Tracking, Cross-cultural Messaging, Insight Reporting, Content Performance.
- Data Analysis:** Hypothesis Testing (Z-tests, P-values), Inferential Statistics, Data Wrangling, A/B Testing Logic, Sentiment Analysis.
- Languages:** English, Mandarin, Cantonese