

# Chushan (Susan) Huang

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## EDUCATION

**University of Chicago**, Chicago, IL Sep. 2025 – Dec. 2026

*Digital Communication and Media/Multimedia*

**University of California, Davis**, Davis, CA Sep. 2020 - Jun. 2025

*Bachelor of Arts in Communication*, GPA: 3.5/4.0

## PROFESSIONAL EXPERIENCE

**Indy** Remote, USA

**Marketing & Operation Intern** Sep.2025-Present

- 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

- Conducted audience segmentation and competitor benchmarking across 3 product lines for Heytea, helping them to identify the top 2 growth segments
- Provided content recommendations that increased audience engagement by 15% on **TikTok** within 4 weeks
- Delivered 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

- 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 TikTok
- Delivered 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

- 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

- 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

- Classified 16,000+ YouTube videos into six categories of harmful content; ensured inter-rater reliability
- Visualized 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