

# Chushan (Susan) Huang

Chicago, IL (Open to Relocate) | +1 (530) 760-9673 | [susanhes20011026@gmail.com](mailto:susanhes20011026@gmail.com) | [LinkedIn](#) | [Portfolio](#)

## EDUCATION

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

## PROFESSIONAL EXPERIENCE

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

## RESEARCH & PROJECTS EXPERIENCE

<b>Quantitative Statistical Analysis &amp; Inferential Modeling via Python</b>	Jun. 2025 – Feb.2025
<ul style="list-style-type: none"><li>Processed large-scale North Carolina birth datasets using Python (Pandas), streamlining data cleaning and categorical encoding to ensure 100% data integrity for analysis.</li><li>Developed distribution models with Matplotlib to visualize health trends; applied Hypothesis Testing (Z-tests) to convert complex numerical data into actionable public health insights.</li></ul>	
<b>Driving Behavioral Insights through SQL-based Analysis of Social Media Engagement</b>	Oct. 2025 – Dec.2025
<ul style="list-style-type: none"><li>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.</li><li>Data Analytics &amp; 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.</li></ul>	
<b>AI Content Moderation: ChatGPT vs. Human   Group Research Project</b>	Feb. 2024 - Jun. 2024
<ul style="list-style-type: none"><li>Classified 16,000+ YouTube videos into six categories of harmful content; ensured inter-rater reliability</li><li>Visualized and interpreted model discrepancies using Python and Excel, revealing key differences between human and AI moderation decisions</li></ul>	

## 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