

# You Wu

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## EDUCATION BACKGROUND

### Columbia University in the City of New York

*M.S. in Environmental Health Science*

08/2024

*New York, U.S*

### Duke Kunshan University (DKU) / Duke University (Duke) Dual Degree Undergraduate Program

*B.S. in Data Science (by DKU)*

05/2023

*Kunshan, China*

*B.S. in Interdisciplinary Studies (Subplans: Data Science, by Duke)*

*Durham, U.S*

Cum. GPA: 3.80/4 Major GPA: 3.89/4

Core Courses: Statistics, Mathematics (Calculus, Linear Algebra, Probability), Programming (Python, Java), etc.

Professional Skills: R (Advanced), Python (Advanced), Java (Advanced), LaTeX (Medium) MATLAB (Medium), Tableau (Medium)

Awards/Honors: Summer Research Scholar Fellowship 2021/2022; Student Experiential Learning Fellowship 2022; Dean's List with Distinguish (Top 10%) Fall 2021; Dean's List (Top 30%) Fall 2019/Spring 2021/Spring 2023; Full scholarship offered by Duke Kunshan University 2019

## PROJECT EXPERIENCES

### 05/2022-Present TWEETING CHEAP TALK: Elites' Communication Strategies During Corruption Scandals

- ◆ Configured crawler's parameters to datamine 300,000 lines of tweets from all members of majority and minority parties in Puerto Rico, cleaned data via Pandas and used Optical character recognition (OCR) to extract photo information of each tweet
- ◆ Used a dictionary-based approach to classify cheap talk or reform-committed talk by checking percentages
- ◆ Built latent topic models through sentiment analysis and topic modelling via R to further investigate strategic communication among elites
- ◆ Conducted literature review and summarized the methodology, manuscript in preparation

### 01/2022-03/2022 ACCENTURE- Part Time Assistant

- ◆ Researched R&D financial management of high-tech companies, including R&D process, annual R&D investment amount, etc.
- ◆ Benchmarked industry best practices and conducted desk research, including Samsung, Huawei, Apple, Dell, etc.
- ◆ Participated in expert interviews, wrote expert interview outlines and organized meeting minutes, extracted key information, and in-depth benchmarking best practices
- ◆ Conducted case studies on financial control of Huawei and Samsung R&D based on desk research and expert interviews, and generated PPT

### 10/2020-09/2021 DERIVE CARBON STORAGE OF URBAN FORESTRY

- ◆ Crawled up to 700,000 valid Streetview images from OpenStreetMap and Tencent Map
- ◆ Employed the Cityscapes dataset and pretrained convolution neural network (CNN) model of Inception-ResNet-v2 to achieve semantic segmentation and derive the Green View Index (GVI).
- ◆ Analyzed the vanishing point of each Streetview image by CNN, estimated the tree height based on perspective projection and the result of semantic segmentation, and validated the predicted tree height by field study

## INTERNSHIP EXPERIENCES

### 07/2022-08/2022 BOC INTERNATIONAL(CHINA) CO.LTD NANJING BRANCH- Business Assistant

*Nanjing, China*

- ◆ Conducted due diligence of bond issuance, evaluation and analysis of issuance pricing
- ◆ Coordinated the communication and relationship with Party A to ensure the smooth issuance of target financial bonds
- ◆ Conducted data collection and sorting, meeting minutes sorting, customer demand analysis
- ◆ Participated in all kinds of business training and product roadshow of the headquarters

### 05/2022-06/2022 CHINA BUSINESS NETWORK-Brand Consulting Intern

*Shanghai, China*

- ◆ Mastered data tools powered by Alibaba including brand data bank, business reference, etc.
- ◆ Leveraged brand data banks to gain insight into the brand's consumer flow, sorted and filtered to customize and profile the crowd
- ◆ Generated daily reports to trace the effect of brand crowd placement and extracted product features based on customer reviews
- ◆ Summarized the means of maintaining membership of the competing Taobao official stores, and made suggestions for customer brands

### 05/2020-07/2020 JIANGSU HOPERUN SOFTWARE COMPANY-Software Engineer Assistant

*Nanjing, China*

- ◆ Observed the Json format of the platform and used the Python crawler to collect components information, including Kafka, Yarn, as well as Zookeeper, and sorted out and collated complex APIs
- ◆ Collaborated with colleagues to carry out the Chinese-English bilingual translation of over 1000 indicators and configuration item

## PUBLICATIONS

Liu H, Mao C, Liu W, Wu Y. (2022). How to Promote the High-Quality Development of information Security Industry in the Era of Digital Economy--A Case Study of Jiangxi Province. *Jiangxi Science*(05),1016-1023. doi:10.13990/j.issn1001-3679.2022.05.033.

## CONFERENCE PRESENTATIONS

"Tweeting Cheap Talk: Elites' Communication Strategies during Corruption Scandals." Presented with Kevin M. Wagner, Weiheng "Mark" Liu, Jialong Wang, and Jason B. Gainous at the Annual Meeting of the *Midwest Political Science Association*, Chicago, IL (2023).

## LEADERSHIP AND INVOLVEMENT

### 02/2020-09/2021 COOK AND EAT CLUB-Marketing Manager

Collaborated with club founders and organized a variety of events; Operated the WeChat official account

### 11/2019-04/2020 DKU HOME-Core Member of Marketing and Communication Department

Wrote articles to for DKU Home activities and acted as the photographer; Accompanied and photographed volunteer activities to provide material for publicity; Actively participated in volunteer activities: teaching English to children and giving craft lessons