

Yushan Mu

2B Honours Mathematics | University of Waterloo
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EXPERIENCES

Software Developer

Pexhouse.com

October 2021 - December 2021

- Developed a mobile app that matches users with local restaurants for Android and IOS as a team
- Exceeded employer's expectations by inputting ideas and communicating properly
- Completed the project using REST API, Firebase, React Native, etc.

Online Marketing Coordinator

Tasty Pastry Bakery

April 2021 - Current

- Increased sales by more than 50% by creating media for weekly Instagram and Facebook posts, and promoting on Shopify and Google Maps
- Improved search engine optimization, keyword optimization, and google map optimization to increase customer volume

Marketing Coordinator/Section Lead/Project Lead

UW Animusic Ensembles

May 2021 - Current

- Organized the distribution of merch
 - Promoted releases and concert on Instagram, Reddit, and Carrd
 - Worked closely with project leads and vocalists to run projects efficiently
 - Lead ensembles both in-person and online
 - Edited video and audio using Adobe Premiere Pro and Studio One
 - Attended monthly coordinator meetings to discuss possible improvements
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SKILLS & PROFICIENCIES

- **Languages:** Proficient in Python, Racket, RStudio; familiar with JavaScript
 - **Tools/Software:** Visual Studio, Microsoft Office, Adobe Creative Suite, Studio One, Procreate, Canva
 - Experienced in social media **marketing** on Instagram, Facebook, Shopify, and Google Maps
 - Working knowledge in search engine optimization, keyword optimization, and content writing
 - **Interpersonal skills** gained from work and extracurricular activities
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EDUCATION

University of Waterloo

Waterloo, ON

Bachelor of Mathematics

Sep 2020 - Apr 2025

- President's Scholarship received
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INTERESTS

Music

- Vocalist in UWACC Unaccompanied Minors, UW Chamber Choir, and University Choir
- Instruments: acoustic guitar, piano

Taekwondo

- Received red belt from World Taekwondo Federation
- Volunteered at summer camp in 2019