**Yuxuan Zhang**

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**EDUCATION**

**Brandeis International Business School Waltham, MA**

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| **Candidate for Master of Science in Business Analytics (STEM-Designated)** | 08/2022 - 02/2024 |

*Relevant Coursework:* Analyzing Big Data II, Python and its Application to Business Analytics, Information visualization with R, Marketing Analysis with python, Machine Learning and Data Analytics

*GPA: 3.67 out of 4*

**Michigan State University Lansing, MI**

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| **Bachelor of Science in Psychology -** GPA: 3.9 | 09/2017 - 05/2021 |

**TECHNICAL SKILLS**

**Language:** SQL, Python, R

**Computer Software:** Advanced Microsoft, Tableau, Power BI

**Analytics:** Data cleaning, Data mining, visualization, marketing analytics CRM tools, SPSS

**WORK EXPERIENCE**

**BeaconFire, Inc. Princeton, NJ**

**Recruiting Analyst** 06/2021 - 05/2022

* Generated five candidate pipelines for mid-senior level engineering positions using multiple sourcing platforms
* Presented hiring analytics insights and recommend hiring strategy to increase senior employee retention by 10%
* Implemented two branding programs to increase opportunities to increase candidates’ conversation rate by 20%
* Conducted quarter market research on job applicants, competitor’s recruiting strategies and presented to executive team.

**Dell Technologies Lansing, MI**

**Human Capital Policy Academic Intern** 02/2021 - 04/2021

* Researched Learning Management System (LMS) related issues and recommended potential new solution using SAP Litmos at Dell Technologies
* Conducted a market analysis as well as case studies on 5 leading companies on employee technology usage trends
* Analyzed data and metrics to determine two suitable software vendors for Dell to invest in3
* Presented on evidence-based solutions during “Pitch Day” to Leadership Team at Dell Technologies, including Dell’s Chief Human Resources Officer, Senior Vice President of HR and other executive team members

**Ipsos Strategy Shanghai, China**

**Management Consulting Intern** 08/2020 - 11/2020

* Interviewed clients, competitors, suppliers, and employers, and recorded data as basis of two case teams’ strategic recommendations
* Presented marketing research findings in PowerPoint format, and incorporated into presentation slides for internal/external stakeholders
* Analyzed case data by leveraging SPSS rundown and demonstrated meaningful insights to case team members

**MSU Office of International Students and Scholars Lansing, MI**

**Chinese Undergraduate Advisory Group Student Consultant** 10/2017 - 10/2020

* Coordinated annual Pre-Departure Program in Beijing and Shanghai to welcome and support 400+ incoming Chinese students and families
* Implemented marketing strategies for on-campus housing services which improved student satisfaction by 20%
* Provided quarterly consultation about Chinese student community’s learning behavior and reported to Director’s office
* Designed and coordinated three on-campus Job and Resource Fairs to help Chinese students explore career resources

**ACTIVITIES/SKILLS**

**Leadership:** Entrepreneurship innovation lab Vice president(Fall 2022)**.** Chinese Student and Scholar Association (Director of Marketing, Fall 2019), Delta Phi Epsilon (Financial Chair, Fall 2019), Resident Assistant (Fall 2020)