

Yanlin K. Wu

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Education

HARVARD UNIVERSITY

Cambridge, MA

A.B. in Economics, with a Secondary in Computer Science

May 2017

Selected Coursework: American Economic Policy. Capital Markets. Econometrics. Visualization. Networks. Game Theory. Statistics & Probability. Innovation & Entrepreneurship. History of Modern Art.

Skills

Lightroom/Adobe Suite, Sketch. HTML/CSS, JavaScript, Python. Stata/R. Ad Optimization. Data Analysis.

Work Experience

APPTIMIZE (YC '13)

San Francisco, CA

MARKETING

June 2017 - Present

- Wrote script to deduplicate 25% of a Salesforce/MixRank dataset using Google CSE API.
- Participated in and catalogued a weeklong design sprint and subsequent meetings.
- Assisted with content migration to Pardot and executed a direct mail campaign.

EMBERLIGHT

San Francisco, CA

DIGITAL MARKETING

Summer 2016, 3 Months

- Conducted ad optimization across multiple digital channels to increase ad budget efficiency by 30%.
- Managed Amazon Seller logistics and experimented with content/landing page design.

ZINC TECHNOLOGIES (YC '14)

San Francisco, CA

BUSINESS ANALYST

Summer 2015, 3 Months

- Handled sales, support, and account management calls on a daily basis.
- Analyzed two months of support tickets to revamp support forum.
- Conducted a month-long user outreach project to study churn and recommend actionables.

Extracurriculars

KIRKLAND HOUSE

Cambridge, MA

HOUSE PHOTOGRAPHER

January 2015 - May 2017

- Provided multimedia coverage of house events in coordination with House Committee.
- Standardized distribution and grew online social presence to the highest of all Harvard houses.

THE HARVARD CRIMSON

Cambridge, MA

SENIOR PHOTOGRAPHER

November 2014 - February 2016

- Produced multimedia and delegated content assignments on a weekly basis.
- Contributed over 500 published photos in areas such as politics, sports, and campus administration.

Research

HARVARD BUSINESS SCHOOL

Cambridge, MA

RESEARCH ASSISTANT

January 2016 - May 2016

- Cleaned a large dataset scraped from an extensive career networking website with Excel and Stata.

HARVARD SCHOOL OF ENGINEERING & APPLIED SCIENCE

Cambridge, MA

RESEARCH ASSISTANT

January 2015 - June 2015

- Aggregated day-ahead and real-time locational marginal prices from the MISO and NEISO grids.
- Processed aforementioned datasets in MATLAB before further analysis by SEAS researcher.