

Y. Kit 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

Adobe Suite. Sketch. HTML/CSS. JavaScript. Python. Stata/R. Ad Optimization. Data Analysis. A/B Testing.

Work Experience

APPTIMIZE - Mobile A/B Testing (YC '13, Google Ventures)

San Francisco, CA

MARKETING & PRODUCT FELLOWSHIP

June 2017 - Present

- Wrote script to deduplicate 25% of a Salesforce/MixRank dataset using Google CSE API.
- Assisted in a weeklong design sprint to test unequal allocation designs, and associated hypotheses.
- Conducted marketing persona research and analysis; executed a direct mail campaign.
- Designed mockups for banners, events, and other marketing collateral.

EMBERLIGHT - An IOT Lighting Company

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 - E-Commerce Transactions (YC '14)

San Francisco, CA

BUSINESS ANALYST

Summer 2015, 3 Months

- Handled sales and support on a daily basis; analyzed two months of tickets to revamp support forum.
- Conducted a month-long user outreach project to study churn on JoeLister, then a new product.

Extracurriculars

KIRKLAND HOUSE

Cambridge, MA

HOUSE PHOTOGRAPHER

January 2015 - May 2017

- Provided multimedia coverage of house events in coordination with House Committee.
- Optimized workflow in a team of three for social distribution, leading to a centralized social page.

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.