

Yanlin K. Wu

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Education

HARVARD UNIVERSITY

Cambridge, MA

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

Graduating May 2017

Selected Coursework: American Economic Policy. Capital Markets. Econometrics. Visualization. Networks. Game Theory. Innovation & Entrepreneurship.

Work Experience

EMBERLIGHT

San Francisco, CA

MARKETING INTERN

June 2016 - August 2016

- Managed marketing operations to 15% month-on-month growth from May to July.
- Conducted ad optimization across multiple platforms to increase ad efficiency by 40%.
- Experimented with content marketing efforts and A/B tested landing page designs.

WELCOME HOME

Cambridge, MA

PRODUCT INTERN

February 2016 - May 2016

- Created, iterated and deployed surveys to validate key assumptions for a Harvard-based startup competition.

ZINC TECHNOLOGIES

San Francisco, CA

BUSINESS ANALYST

May 2015 – August 2015

- 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.

Campus Leadership

KIRKLAND HOUSE

Cambridge, MA

HOUSE PHOTOGRAPHER

January 2014 - Present

- Provided multimedia coverage of house events in coordination with a team of 3 photographers.
- Standardized social distribution to Facebook, in coordination with House Committee.
- Negotiated pricing rates for said team of photographers during 2016 Commencement & Fall Semester.

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 and some brief front-end design over the course of two years.

Research

HARVARD BUSINESS SCHOOL

Cambridge, MA

RESEARCH ASSISTANT

January 2016 - May 2016

- Cleaned and analyzed 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.

Skills

Javascript, HTML/CSS, Stata, Liquid. Adwords/Facebook/Amazon, Adobe Suite, Mixpanel Analytics.