# Yuzhu (Judy) Dai

Waltham, MA | +1 (781)392-6032| yuzhudai@brandeis.edu | https://www.linkedin.com/in/yzdai

## EDUCATION

**Brandeis International Business School**                                                                                     **Waltham, MA**
**Candidate for Master of Science in Business Analytics (STEM-Designated)**                                08/2023 - 02/2025
*Anticipated Coursework*: Analyzing Big Data I, Python and its Application to Business Analytics, Marketing Analytics

**Capital University of Economics and Business**                                                                         **Beijing, CHINA**
**Bachelor of Science in Business Administration - GPA: 3.74, Rank #3**                                      09/2019 - 06/2023
Awards: Scholarship for excellence in academics, Scholarship on Social Work, Outstanding Student Leader
*Relevant Coursework:* Statistics, Advanced Application of Excel, Probability and Mathematical Statistics

## TECHNICAL SKILLS

**Programming Languages:** Python, SQL, R
**Computer Software:** Advanced Microsoft Excel, SPSS, SAP GUI, Adobe (Photoshop, Premiere, AE, Illustrator)
**Analytics:** Data Visualization, Marketing Analytics, Data Warehousing, Predictive Modeling

## WORK EXPERIENCE

**International SOS**                                                                                                               **Beijing, China**
**Digital Marketing Intern**                                                                                                     02/2023 - 06/2023
- Designed and revised more than 30 sales and marketing materials, including data sheets, brochures, and other marketing materials as needed
- Participated in creating marketing strategies and plans, contributed to the design of complete experiential salon event involving 25 clients, increased engagement from target audience by 50%
- Played a key role in strategizing, developing, executing, and evaluating digital marketing campaigns through the use of Salesforce and Eloqua to observe data, resulting in a 10% subscriber boost within four months and a 20% sales upsurge
- Designed a new version of company's official website with Sitecore, maintained website operations on daily basis, and uploaded recent events and professional articles to drive traffic to site

**Yidu Tech Inc.**                                                                                                                   **Beijing, China**
**Product Design Intern at Center of Digital Innovation**                                                           05/2022 - 08/2022
- Researched and improved drug procurement channels by building three new systems for purchasing medications easily
- Designed a purchase channel, based on the needs of patients, where patients can afford to buy a certain drug, led to increase in proportion of first-time drug users by 100% and increased duration of therapy by 42%
- Collected and analyzed user behavior for 17000+ people to determine medication frequency
- Designed and wrote popular science articles on diseases for customer platform, brought 1000+ users in to platform in three months
- Facilitated team members in reviewing drug reimbursement forms, and re-designed drug purchase channel with product research team, improving time efficiency by 25%

## ACTIVITIES/INTERESTS

**Leadership & Activities:** Entrepreneurship Development Association (President, 2019-2022), Innovative Entrepreneurship Competition (Team Leader, 2021), Internet+ University student Innovative Entrepreneurship Competition (Team Member, 2021, City-Level 3rd prize in Beijing)
**Languages:** English (Fluent), Chinese Mandarin (Native), Korean and German (Beginner)