

Kenny Zhou

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EDUCATION

Cornell University '20

Bachelor of Information Science
Data Science, Networks

Relevant Coursework

Communication and Technology,
Computer System Organization,
Data-Driven Web Applications,
Digital Marketing, Discrete
Structures, Game Theory,
Intermediate Microeconomics,
Learning Analytics, Networks,
Networks II: Market Design, OO
Prog and Data Structures,
Principles of Accounting, Teams
and Tech, Web Design and
Programming

Honors and Awards

Tanner Dean's Scholar, Meinig
National Scholar, President's
Volunteer Service Award

SKILLS, ETC

Spoken Languages

English, Chinese (Mandarin)

Technical Languages

Python, Java, HTML/CSS, SQL, R,
JavaScript, PHP, Objective-C

Frameworks and Libraries

Jupyter, NumPy, Pandas,
Matplotlib, NLTK, OpenCV, SciPy,
Bootstrap, dplyr, ggplot2, tidyR

Management Tools

Asana, Slack, Salesforce, Monday,
Confluence, Trello, Airtable

Software Tools

O365, Figma, Audacity, Git,
QuickSight, Excel, Word, PPT,
Outlook, SharePoint, DV360,
Google Ads, Google Analytics,
GTM, Facebook BM, Squarespace

Hobbies and Interests

Singing, Philosophy, Soccer, Fishing

PROFESSIONAL EXPERIENCE

Data Analyst

Jun 2019 – Aug 2019

VidMob

New York, NY

- Produced first party creative data insights to clients in weekly reports
- Analyzed 10,000+ rows of data on disruptor brands and norms project
- Created audio analysis script, mapping and classifying an audio dataset
- Executed K-means clustering algorithm to differentiate color in images

Chief Technology Officer

Jan 2018 – Dec 2018

Student Agencies, Inc.

Ithaca, NY

- Directed technical vision for 7 businesses (\$12M assets, \$3M revenue)
- Implemented F9 Excel add-in to free financial analysts' time by 20%
- Developed Salesforce workflows rules through sandbox testing (BRSS)
- Spearheaded digital marketing (SAM) and new market research (SAT)

Group Product Manager

Oct 2019 – Present

Johnson MBA – Strategic Product and Marketing Immersion

Ithaca, NY

- Established product vision and planning with Cornell MBA Professor
- Maintained budget, feature backlog, and product releases with Turtle.ai
- Oversaw user stories and product design with unique customer journeys

Technology Team Lead

May 2017 – Dec 2017

Life Changing Labs

Ithaca, NY

- Guided cross-functional team in growth strategies and public relations
- Conducted industry, competitive, customer, and company analyses

CAMPUS LEADERSHIP

President, Musical Director

Sep 2016 – Present

Last Call A Cappella

Ithaca, NY

- Lead musical direction and administrative duties on week-to-week basis
- Coordinated semesterly concerts and events for 800+ guests and alumni
- Corresponded professionally with 50+ clients, increasing profits by 300%
- Tracked group's semesterly concert sales, personally selling 100+ tickets

Project Manager

Sep 2016 – Present

Cornell Undergraduate Asia Business Society

Ithaca, NY

- Conducted business and market research, presenting on financial CSR
- Raised \$2500 and sold 200+ boxes in annual campus fundraising project
- Budgeted \$2000 and coordinated banquet ceremony for 80+ attendees

Vice President of Judicial Affairs

Nov 2017 – Nov 2018

Multicultural Greek and Fraternal Council

Ithaca, NY

- Launched rebranding and brand marketing with new logo and website
- Created project management framework through calendar organization

Resident Adviser

Aug 2017 – May 2018

Cornell Residential and New Student Programs

Ithaca, NY

- Mentored 500+ first-year students, directly overseeing 50+ residents
- Presented 9 large-scale programs for citizenship, diversity, and inclusion