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, Machine Learning, 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, JSON, Objective-C

Frameworks and Libraries
iPython, Jupyter, Matplotlib, NLTK Numpy, OpenCV, Pandas, PyTorch, Scikit-Learn, SciPy, jQuery, Bootstrap, dplyr, ggplot2, tidyr

Management Tools
Airtable, Asana, Confluence, JIRA, Salesforce, Slack, Trello

Software Tools
Audacity, AWS, QuickSight, Rekognition, F9, Facebook Business Manager, Git, Google Ads, Google Analytics, O365, Excel, Word, PPT, SharePoint, Sketch, Squarespace

Hobbies and Interests
Singing, Philosophy, Soccer, Fishing

PROFESSIONAL EXPERIENCE

Data Analyst, Project Manager   June 2019 – August 2019
VidMob   New York, NY
- Contributed to best-in class creative advertising video analytics software
- Presented 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 that mapped and classified audio data
- Executed KMeans 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 ($12 mil prop, $3 mil rev)
- Implemented F9 Excel add-in to free financial analysts' time by 22%
- Developed Salesforce workflows rules through sandbox testing (BRSS)
- Spearheaded the creation of a full stack digital marketing division (SAM)
- Performed strategic, financial, operational, and market research (SAT)

Technology Team Lead   May 2017 – Dec 2017
Life Changing Labs   Ithaca, NY
- Worked with startup companies to promote entrepreneurship and VC
- Guided cross-functional team in growth strategies and public relations
- Conducted industry, competitive, customer, and company analyses

CAMPUS LEADERSHIP

President, Musical Director   Nov 2018 – 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
- Set standard for 25 years of documents, media, and other digital files

Vice President of Judicial Affairs   Nov 2017 – Nov 2018
Multicultural Greek and Fraternal Council   Ithaca, NY
- Supervised 15 member organizations and Judicial Board recruitment
- 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
- Collaborated with 9 residence hall directors in new student welcoming

Project Manager   Sep 2016 – Dec 2016
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