

# Zhongyang Zhu

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## Education

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### New York University

Aug 2016 – May 2020 | **New York, NY**

*B.A. in Computer Science (3.4/4.0), Cybersecurity Minor*

*Relative Coursework:* Data Structures & Algorithms, Operating Systems, Natural Language Processing, InfoSec

*Activities:* Pi Delta Psi Fraternity, Inc. (President of Alpha Pi class, PR Chair, Multicultural Relations Chair, Webmaster)

### Fort Lee High School

Sep 2012 – Jun 2016 | **Fort Lee, NJ**

*Activities:* Marching Band (Field Officer & Teaching Assistant), Asian Culture Society (Secretary), Science League

## Projects

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### Imitation Tweetbot

Apr 2018 – May 2018 | **CSCI-UA 400: Natural Language Processing**

- Worked in a group of three to design a chatbot in Python, which would parse through a Twitter influencer's history of tweets using Twitter API to build its vocabulary.
- Designed the core logic of the chatbot's behavior and its Tweet generation algorithms. Also organized the databases and dictionaries for the machine learning aspect of the bot.

## Work Experience

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### NYU Tisch School of the Arts

Jun 2018 – Present | **New York, NY**

*Computer Support Technician Assistant*

- Set up and also troubleshooted computer software and computer hardware. Worked with both Windows and Mac OS systems and programs. Managed machines securely within the network directory by providing assistance while abiding by authentication and security principles.
- Acted as help desk support and responded promptly to user tickets using the ServiceNow platform. Emphasized and maintained clear communication between our department and the end user.
- Wrote a PowerShell script to silently uninstall programs from computers in the network, with the goal being the script deployed to all users in the domain while not interrupting daily work.

### SeeBeNow Technologies Inc.

Jun 2018 – Aug 2018 | **New York, NY**

*Marketing Developer and Data Analyst Intern*

- Set up and optimized data analytics platforms, such as Google Analytics, Apple Analytics, Vimeo, and Stripe, for a yoga content developer start-up.
- Created custom Google Analytics dashboard to simplify gathering and observation of data on user acquisition and retention. Also streamlined data gathering process by exporting analytics from multiple platforms to Excel spreadsheets and organizing these spreadsheets for simplicity.
- Increased traffic to company website by creating Google Ads campaigns and suggesting SEO methods, resulting in up to a 40% increase in daily traffic while campaigns were active.
- Utilizing Mailchimp, improved customer relations and retention by segmenting audiences based on various criteria, such as email open rate, and then creating separate email campaigns targeting these segments. This provided a more personal experience for our customers.

## Skills & Interests

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- **Programming:** Java, Python, C, HTML, CSS, JavaScript
- **Technologies:** Git, Windows filesystem, MacOS filesystem, Excel
- **Interests:** Quidditch, Competitive E-sports, Chinese Hip-Hop, Fitness