

Zishan Hui

linkedin.com/in/zishanhhui0401 | 617-206-8849 | zshui@bu.edu

EDUCATION

Boston University Expected: Dec 2024
College of Communication, Master of Science in Media Science: Marketing Communication Research
Related Coursework: Communication Research, Sampling Design and Measurement Techniques, Foundations of Analytics and Data Visualization, Foundations of Machine Learning, Writing for Media Professionals

Beijing International Studies University 2019-2023
Bachelor of Arts in Chinese-German Interpreting and Translation

WORKING EXPERIENCE

New H3C Technologies Co., Ltd. Beijing, China
International PR Intern 2023

- Managed overseas social media platforms, promoting content for product launches and major events.
- Coordinated marketing strategies with distributors in Malaysia, Singapore, and Thailand. Led the “Been There Series” social media initiative.
- Enhanced social media engagement with emojis and a lighter tone, increasing click-through rates by 20% and audience reach by 30%.

Yonyou Network Technology Co., Ltd. Beijing, China
Social Responsibility and Foundation Intern 2022

- Generated social media posts and communicated with clients, enhancing digital engagement.
- Evaluated projects for Yonyou Foundation, resulting in successful funding for initiatives at top institutions like Peking University, Tsinghua University, the Chinese Academy of Social Sciences, and the Shanghai Academy of Social Sciences.

PROJECTS

Academic Project at Boston University Boston, MA
Research Analyst 2023

- Conducted a research project targeting a strategic challenge for the Bank of China: boosting credit card utilization among college students.
- Designed and executed a comprehensive survey to investigate college students’ behaviors and preferences regarding credit card usage.
- Utilized SPSS for data cleaning and analysis.
- Provided the Bank of China with critical insights and actionable recommendations.

International Business and Data Analyst Training Project Remote
Data Analyst 2023

- Utilized SQL, Python, and Tableau to execute data analysis projects, demonstrating proficiency in data manipulation, visualization, and analytical thinking.
- Led an A/B test to optimize the hiring process of Instacart by introducing earlier background checks. Analyzed and compared conversion rates and cost-effectiveness, providing actionable insights and strategic recommendations.
- Conducted a comprehensive analysis focusing on cost reduction and revenue enhancement for the Lariat Company. Applied Excel for financial modeling.

SKILLS

- **Programming:** SQL(PostgreSQL), Python(Jupyter Notebook), R(RStudio)
- **Tools:** SPSS, Tableau, A/B Testing, Excel
- **Language:** Chinese, English, German
- **Fundamental knowledge of machine learning algorithms:** Random Forests, Linear/Logistic Regression, KNN, K-Means