

# Yifan Zhu

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## EDUCATION

<b>Northeastern University, Khoury school of computer science-</b> Boston, MA	May 2025
Master of Science in Computer Science	<b>GPA:</b> 3.34/4.00
<b>Majors:</b> Computer Science	
<b>Indiana University, Kelley School of Business</b> - Bloomington, IN	May 2023
Bachelor of Science in Business	<b>GPA:</b> 3.34/4.00
<b>Majors:</b> Management, Business Analytics	
<b>Wisconsin Lutheran High School, Milwaukee, WI</b>	May 2019
	<b>GPA:</b> 3.7/4.00

## WORK EXPERIENCES

<b>Sales and marketing team of CAC Auto group–</b> Bloomington IN	July 2022-Aug 2023
<b>Manager assistant</b>	
<b>Meeting Management:</b> Assisted sales manager in conducting client meetings, responsible for pre- and post-meeting preparation and follow-up, enhancing team collaboration efficiency.	
<b>Resource Management:</b> Expanded and managed advertising resources on major platforms, optimized advertising strategies, increased brand exposure and market influence.	
<b>Market Research:</b> Conducted local market research, identified potential clients, established relationships, and facilitated sales opportunity conversions.	
<b>Data Analysis:</b> Collected, organized, and analyzed sales and market data, prepared reports to report work achievements to management, and promoted team development.	

## CAMPUS ACTIVITIES

<b>XP Club Officer</b>	<b>Indiana University</b>	2022-2023
<b>Communication and Collaboration:</b> Led communication and collaboration with university administrative departments and foreign embassies, enhancing the club's visibility and collaboration scope, driving club development.		
<b>Sponsorship Negotiation:</b> Led negotiations with potential sponsors, ensuring financial support for club activities, managing budgets accurately, and strategically allocating resources.		
<b>Event Planning:</b> Planned promotional activities for club events, increasing participation rates, enhancing student community engagement, and facilitating successful club events.		
<b>Event Hosting:</b> Served as the emcee for major events, demonstrating strong public speaking and event management skills, ensuring smooth event execution, and leaving a lasting impression on participants.		
<b>Business Analyst</b>	<b>Kelley School of Business, Indiana University</b>	2022
<b>Analysis and Evaluation:</b> Conducted comprehensive business analysis for a local company, evaluated key areas such as operations, market positioning, customer engagement, and business requirements, providing data support and strategic recommendations for business development.		
<b>Strategy Improvement:</b> Specialized in marketing and management, utilized data-driven strategies to improve company marketing initiatives, enhance market share and brand influence, and maximize marketing effectiveness.		
<b>Restructuring and Optimization:</b> Developed and proposed a restructuring organizational structure plan, optimized human resource allocation and utilization, improved operational efficiency, achieved strategic goals, and optimized business processes.		

## CAMPUS ACTIVITIES

**Tech team – Milwaukee WI**

**August 2016-May 2019**

### Team Leader:

**Equipment Maintenance:** Assisted in setting up equipment for various school events such as concerts and conferences, responsible for equipment allocation and maintenance to ensure smooth event execution. Trained new members to familiarize them with the technical team's workflows and operational standards, enhancing team efficiency.

**Equipment Management:** Managed all technical equipment at the school, including operating storage systems, effectively reducing costs through efficient management, and saving funds for the school.

**Resource Optimization:** Optimized resource allocation to ensure effective utilization and maintenance of equipment, improving equipment lifespan and performance.

**Team Management:** Lowered operational costs through effective management and training of new members, achieving budget control and cost savings goals.

### Tech Supporter:

**Event Planning:** Responsible for organizing special events at the school, such as Homecoming and charity galas, including participating in event planning and preparation. Provided multiple solutions, created backup contingency plans, ensured smooth event execution, and addressed potential technical issues.

**Technical Support:** Provided on-site technical support, ensured proper functioning of event equipment, resolved technical malfunctions and issues, and guaranteed smooth event operation. Developed and executed contingency plans, handled emergencies, and ensured event safety and effectiveness.

### Food Distributor

**Volunteer - Milwaukee WI**

**August 2016-August 2018**

**Event Organization:** Assisted food distributors in preparing and organizing food for events, ensuring smooth food supply. Maintained cleanliness and orderliness of event venues, providing a pleasant dining environment for participants.

**Order Maintenance:** Assisted clergy in maintaining order during events, guiding participants to follow rules and etiquette, ensuring smooth event operations. Guided participants with specific requirements, ensuring they received satisfactory food and service.

**Problem Solving:** Coordinated and resolved conflicts among participants, handled issues effectively, ensured smooth event operations, and prevented unnecessary conflicts and friction.

## SKILLS

**Computer:** Familiar with Microsoft OFFICE.

**Professional Skills:** Proficient in using C language and Java.

## ASSESSMENT

I pay attention to details and excel in organization and coordination. I have strong communication skills and a team-oriented mindset, capable of effectively handling multiple tasks and achieving goals. I have some experience in data analysis and operational optimization, able to develop strategies and continuously improve processes in a data-driven manner. I am passionate about learning and growth, with good problem-solving and adaptability skills.