

Yue (Vicky) Wu

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Availability (May 12, August 21)

EDUCATION

University of North Carolina at Chapel Hill – Chapel Hill, NC August 2020 - May 2024
Business Administration + Communication Studies

- GPA 3.91

WORKING EXPERIENCE

Patent research - UNC Kenan-Flagler Business School – Chapel Hill, NC November 2022 - present
Research assistant

- Conducted research on the relationship between mentioning patent-related processes in Kickstarter fundraising pages and the success of the fundraising campaign
- Examined over 1000+ fundraising applications and trained machine-learning algorithms to analyze the data
- Worked closely with the PHD researcher to ensure that the research was conducted efficiently
- Contributed to the research methodology and analyzed the results of the study to help the team reach a conclusion

SuperWoman Responsibility Program (SWMR) – Hangzhou, Zhejiang, China November 2020 – present
Aiming to focus on the different distribution of family responsibility between two genders and offering consulting Program founder

- Interviewed five females aged between 27 and 55 to understand their contribution to family, perceived expectations from the society, and their awareness and opinions towards unequal family responsibility distribution
- Conducted a research report to call for equal family responsibilities with suggestions on how to alter family structures
- Operated hot lines running from 8:00 a.m. to 6:00 p.m. weekdays to listen to people's stories, concerns, and complaints
- Designed a web page summarizing the research result and further investigating the grandparenting phenomenon in depth; received 32 responses in both genders sharing their resonance with my research

LEADERSHIP AND COMMUNITY INVOLVEMENT

UNC Unicorn K-pop Dancing Team – Chapel Hill, NC December 2021 – present
Creative Chair

- Designed posters and flyers for semester's auditions and showcases to attract new members and publicize events
- Created club T-shirts and hoodies every semester to increase team spirit and foster a sense of community
- Collaborated with members to develop and execute event plans, ensuring all tasks were completed in a timely manner
- Managed and updated team's social media accounts including TikTok, Instagram, YouTube, and Chinese platform Bilibili to create a cohesive and engaging online presence
- Successfully grew the team's social media following to 2000+ through creative use of hashtags, user engagement, and posting high-quality content

Zhejiang Broadcast & Television Bureau – Hangzhou, Zhejiang September 2021 – October 2021
Media Assistant

- Wrote and published 3 reports independently on the institution's official WeChat account, receiving 400+ likes
- Familiarized with setting up the studio for broadcasts and assisting the host with reading lines

ADDITIONAL INFORMATION

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- Native Chinese speaker; conversational Korean
 - Chinese Calligraphy (level 10), Chinese classical dancing (10+ years of practice)
 - High school Women Football team member; High school Cheer-leading group leader

SKILLS

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- Canva design, video editing (Adobe Premiere), website design (Adobe XD and html coding)
 - Machine learning training and data analysis
 - Social media management and content creation