

Yulong Gong

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EDUCATION

Master of Science in Business Analytics (STEM) Boston University Questrom School of Business; Boston, MA	Anticipated August 2021
Bachelor of Arts, Communication Purdue University; West Lafayette, IN	May 2020
Bachelor of Arts, Communication China Agricultural University; Beijing, China	May 2020

RELEVANT WORK EXPERIENCE

Marketing Promotion Intern <i>Greatwall Life Insurance CO., LTD, Beijing, China</i>	May. 2019 – Jul. 2019
<ul style="list-style-type: none">Scraped daily sales data from company database and evaluated performance of subsidiaries using Excel. Created reports such as sales distribution and human resources change.Presented sales trends with slides at weekly marketing strategies meetings.Designed posters for promotion events on International Children's Day by using Adobe Photoshop and InDesign.	

RELATED PROJECTS

Undergraduate Research Program; China Agricultural University, Beijing, China Utilized SPSS and Excel to conduct a data model to explain and predict users' experience of the Canvas platform.	2018
<ul style="list-style-type: none">Collaborated with 3 teammates and designed research regarding user experience of the Canvas platform and checked linear regression.Published a research article titled Reasons that Affect the Interaction among Students in Virtual Learning Environment in Nov. 2018 in IOP Conference Series Materials Science and Engineering.	
Course Projects; China Agricultural University, Beijing, China Utilized SPSS and Excel to conduct data models to investigate social and environmental problems.	2018
<ul style="list-style-type: none">Directed independent research regarding Chinese college students' acceptance of homosexuality.Collaborated with 5 teammates and researched carbon footprint of electric vehicles.	

RELEVANT SKILLS

Technical Skills: Python, SQL, Excel, video editing (Adobe Premiere, Final Cut Pro X), Adobe Photoshop, Adobe InDesign.

Soft Skills: Strategic Communication, presentation, professional PR writing (AP style), leadership, collaboration.

ADDITIONAL INFORMATION

Department Minister / Student Union of International College Beijing	Sept. 2016 – Jun. 2018
<ul style="list-style-type: none">Developed event plans for 18 events and collaborated with other departments to implement projects.Led 13 members and modified organization structure which increased work efficiency.	