

SHU YI (GISELE) SUN

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EDUCATION

NANYANG TECHNOLOGICAL UNIVERSITY

August 2023

Master of Art/Research in Psychology

- Relevant Courses: Epigeum Research integrity Course, Special Topic in Sensation/Perception, Directed Reading, University Teaching for Teaching Assistants, Research Method For Social Science
- Lab: Visual Perception Neuroscience Lab Supervisor: Prof. Xu Hong

NEW YORK UNIVERSITY, STEINHARDT, New York, NY

May 2022

Bachelor of Science, Applied Psychology

- Overall GPA: 3.43/4.00
- Relevant Courses: Statistics on Behavioral Science, Personality Psychology, Community Psychology, Urban Economics, Marketing

PROFESSIONAL SKILLS

- Technical skills: Microsoft Suite, SPSS, SQL, Python, R
- Languages: English (Fluent), Mandarin (Native language)

EXPERIENCE

ZHIHU, Beijing, China

March 2021 - May 2021

Marketing Communication Intern

- Launched a social media platform and a project named 'Zhihu Business School' with a team of 7 and accomplished 80% of information preparation through comprehensive strategic planning and collaboration with institutional stakeholders to promote on time and within budget execution of all platform launches and successfully launched the platform 2 days earlier than scheduled data
- Gathered and evaluated marketing data and information with data documentation, gathering and analyzing, both qualitatively and quantitatively, to supported cross-functional teams to improve efficiency and productivity by 15%
- Evaluated brainstorming ideas from meetings in preparation of future projects and originated weekly emails highlighting individual responsibilities which significantly sped up response time of actionable tasks
- Completed customer market analysis for knowledge-sharing platform of 3 most targeted user groups through web research and historical customer data; presented results in written and visual formats to management and placed on internal work group
- Executed and implemented data analysis by analyzing second-hand market research of both industry and competitors to improve user's satisfaction by 5% with integration of further analysis of report from data analyzing department

MONCLER, Shanghai, China

October 2020 - December 2020

Human Resource Intern

- Sourced resumes to find proper candidates for 12 positions in 5 cities in China to get bigger database of more resumes from possible candidates to fulfill sales associate positions with high turn-over, and 50 resumes were added into system per day on average
- Conducted market analysis of competing brands Mackage and Canada Goose to see adaptable recruiting strategies, and produced a 30-page PowerPoint with a presentation addressing brands' culture, products' style, targeted customers, values of sales associates acquire to fit brand values, and possible changes of current recruiting strategies, which is seeking for sales associates who worked for more moderate brands
- Directed cold calls about 50 possible candidates per day, reported notes of each candidate in system on time with details about working experience, language skills, and desired locations with average 8 qualified interviewees, and accomplished hire requests in two days with all positions in priority order, and completed 120% KPI of regular employees based on monthly recruiting data
- Supervised client advisors in 8 stores in China Supervise sales associates and managers in 8 stores, and solved emergency situations, such as job abandonment and discuss possible solutions with direct communication

ACTIVITIES / INTERESTS

- Conducted studies based on the influence of music therapy to adolescents with mental disorders, like Autism Spectrum Disorder, ADHD, PTSD, etc., at Nordoff Robbins Music therapy center for one year. At the end of the fieldsite activity, a 12-page paper was written with in-person interviews with 5 therapists and historical studies based on the implementation of music therapy to adolescents to provide the pros and cons of music therapy and possible research directions for future studies.