

Grace Shao

1865 Sherman Ave, Evanston IL 60201 | 651.703.3998 | graceshao@u.northwestern.edu

EDUCATION

Northwestern University

Expected Graduation: June 2026

Bachelor of Science: Data Science and Communication Studies

- GPA: 3.85/4.0
- SAT Score: 1560/1600 (790 Math, 770 English)

Current Research

Dec. 2022 - Present

- Lefkowitz/Singer Scholar, Recipient of Early Research Experience Award (2022)
- Conducted in-depth research on improving explainable and interpretable artificial intelligence within newsfeed recommendations

EXPERIENCE

One Heart Health - Evanston, IL

Aug. 2019 – Present

Strategy Analyst

- Analyzed funding needs using Excel, strategized a 3-stage fundraising campaign and raised \$32,515 (2022) for Congenital Heart Disease screening program, resulting in an additional 100+ heart screenings
- Optimized SEO and increased newsletter audience with Google Analytics and MailChimp, resulting in a 26% increase in new donors and a 40.2% increase in donations over previous year
- Interviewed patients and CEO, wrote stories for quarterly newsletter, and analyzed social media analytics to increase publicity
- Created a 3-minute fundraising video communicating heart screening technology using Adobe Premiere Pro

Form and Function Marketing - Evanston, IL

Feb. 2023 – Present

VP of New Business

- Engaged 30-40 business owners to identify market needs and align them with our account executives to source 8 new clients per quarter, including local and national businesses, nonprofits, startups, and retailers
- Negotiated the scope and deliverables of each project, conducted mid-quarter and end point check-ins to ensure client satisfaction
- For each client, implemented an organizational system for deliverables on Trello and maintained project timeline spreadsheet

Marketing Consultant

Sep. 2022 – Feb. 2023

- Critically analyzed marketing strategy of clients, created brand guides and social media content, performed competitive analysis, and increased engagement by an average of 17% throughout quarter
- Designed Qualtrics customer satisfaction survey and conducted SWOT, competitive, and quantitative analysis from data collected to optimize pricing, resulting in increased revenue and sales for client
- *Awarded*: Most Valuable Member (2022)

Katie Porter Youth Advisory Board - Irvine, CA

Jan 2021 – Jun 2021

Legislative Intern

- Assessed and discussed current proposed policies in Congress, introduced policy amendments to Congresswoman Katie Porter, and wrote board reports to inform her team of current events both locally and nationally
- Co-authored legislation to implement zero emissions busing plan for our district using a data-driven, analytical approach to keep rider costs low while implementing new green technology

Jet Propulsion Lab, California Institute of Technology - Pasadena, CA

Jun. 2020 – Aug. 2020

Data Analytics Research Assistant

- Synthesized short term weather patterns using Python and Excel with NOAA data from 56 locations
- Performed data analysis and used TensorFlow to analyze weather patterns and predict weather patterns using artificial intelligence
- Wrote and presented final report with summarized findings to JPL's Aerosols and Clouds research group

LEADERSHIP

Portola News Network - Irvine, CA

Aug. 2019 – Jun. 2022

Feature Producer, Anchor Desk Producer

- Interviewed 16 business owners about financial and marketing strategy, created video segments with ~2000 views each
- Co-produced biweekly broadcast news show, managed all segments, gave feedback and final approval to news features
- *Awarded*: 2021 Student Television Network - Best National Broadcast, 3rd Place

FilmEd Academy - Irvine, CA

Aug. 2019 – Jun. 2022

Independent Filmmaker

- Produced award-winning independent films to enter in film festivals and competitions, including short documentary "Perennial," featuring 2 entrepreneurs' stories of how climate change impacted their business
- Organized and tracked financial and production staffing needs for each film using Excel
- Attended summer program to learn new cinematography techniques and 24-Hour Conference to create short film in 24 hours
- *Awarded*: 2020 San Francisco International Film Festival Official Selection, 2021 Naples Film Festival Official Selection

SKILLS & INTERESTS

Technical Skills: Python, SQL, R, Adobe Suite (Premiere Pro, After Effects), Microsoft Suite (Excel, PowerPoint)

Languages: Chinese (Reading, Writing & Conversing)

Interests: Baking bread, perfecting my tennis serve, rollerblading