

Yuhan He

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EDUCATION

University of Rochester, Simon Business School	Rochester, NY, USA
Ph.D. in Marketing	2023 - Present
Fudan University, School of Management	Shanghai, China
M.Phil. in Marketing	2020 - 2023
Shanghai Jiao Tong University	Shanghai, China
B.S. in Chemistry	2016 - 2020

RESEARCH EXPERIENCE

Fudan University	Shanghai, China
Research Assistant for Prof. Cheng Zhang	2022
Research Assistant for <i>Doctor of Business Administration</i> program	2021-2023

TEACHING EXPERIENCE

Fudan University	Shanghai, China
Teaching Assistant	
- Data-driven Marketing Analytics, Prof. Xing Zhang, MSBA	2022
- Marketing Engineering, Prof. Xing Zhang, Undergraduate	2022 & 2021
- Social Media Analysis, Prof. Weihui Dai, Undergraduate	2020

HONORS AND AWARDS

- Doctoral Fellowship, Simon Business School, University of Rochester	2023-2024
- Excellent Academic Scholarship for MPhil Students, Fudan University	2022 & 2021
- Excellent Academic Scholarship, Shanghai Jiao Tong University	2019 & 2017
- Samsung Scholarship, Shanghai Jiao Tong University	2018

SKILLS

Programming: Julia, Python, R, Stata, MATLAB, SQL
Languages: Mandarin (native), English (proficient)