Yiwen Su

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HIGHLIGHTS

- **Applied AI:** Turned real business needs into AI tools and workflows the team used daily; trained 8 interns to run them.
- **AI Quality & Efficiency:** Built an evaluation harness for AI output (multi-agent cross-review plus human-in-the-loop checks) that reduced hallucinations and cut turnaround by 60–90%.
- **Growth & Global Exposure:** Studied and worked in New York; launched 4 business lines at an arts school; fluent in English.

EXPERIENCE

Landz & Landma · Global Research | *International Research Assistant* Nov 2025 – Jul 2026 | Beijing

- **AI Tool Development:** Independently built 6 decision tools and dashboards with AI-assisted coding (e.g., client-profile matching, sales-funnel tracking), put into daily use after multiple rounds of review and user testing; helped build the company's broker knowledge-base agent through corpus preparation, requirements gathering, and pre-launch testing.
- **Research Reports & AI Workflows:** Authored Hong Kong monthly, quarterly, and half-year market reports and built an end-to-end agentic workflow (data collection, analysis, writing, design, video); cut writing time from 2 months to 3 weeks and design time from 2–3 weeks to 1.5 days; top companion video drew 100K+ shares.
- **AI Quality Control & Enablement:** Built a QA harness (multi-agent cross-review, automated validation, human-in-the-loop review) to reduce hallucinations and errors; packaged the workflows into 5+ Claude Code Agent Skills and plugins, trained 8 interns to use them to produce the reports and videos, and gave 3 AI talks (about 100 attendees each).
- **Operations & Growth Marketing:** Authored Global Research's annual operations plan and executed it with the overseas business and HQ growth marketing teams, covering paid promotion (video, Xiaohongshu keywords) and GEO for AI search.
- **Strategic Research:** Contributed to the 2026–2028 corporate strategy, drafting the strategy deck and codifying the methodology; conducted global competitor analysis, expert and client interviews, and an AI-adoption study of 26 peer firms.

Center for Performing Arts and Dance | *Financial Manager* May 2025 – Nov 2025 | New York

- **Business Development & Revenue Growth:** Launched 4 business lines (space rental, co-branded merchandise, after-school care, holiday family events), adding about $20K in revenue; led partner sourcing, negotiation, contracts, and relations.
- **Customer Acquisition & Retention:** Built and SEO-optimized the website, generating 20+ new inquiries; coordinated the marketing team across Instagram, Facebook, LinkedIn, X, and Reddit; ran win-back emails to 400+ past student families.
- **Financial Management:** Managed quarterly budgets, month-end close in QuickBooks, and operating analysis to monitor cash flow; led grant applications and secured a $5K+ New York City children's education grant.

New York Real Estate Chamber | *Digital Marketing and Events Assistant* Feb 2025 – Nov 2025 | New York

- **Event Planning & Execution:** Planned and delivered 10+ industry events (1–2 per month), including an annual conference with 200–300 attendees; managed venues, guest invitations, materials, on-site coordination, and event budgets.
- **Sponsorship & Stakeholder Relations:** Designed a 3-tier sponsorship package (naming/speaking rights, on-site ads, brand exposure) and secured 10+ corporate sponsors; managed sponsor and government/business guest relations end to end.
- **Website & Digital Marketing:** Built and ran websites for the Chamber and 2 other companies; managed social media, email marketing, and member recruitment and retention.

PERSONAL AI PROJECTS

Aug 2026 – Present

- **Content Knowledge-Base Tool:** Built a tool that turns a Xiaohongshu link into structured notes with speech transcription, key-frame capture, comment summaries, terminology correction, and online fact-checks of doubtful claims.
- **AI-Coded Applications:** Independently built and shipped a macOS to-do app and a mobile travel-guide website end to end.

SKILLS

AI: AI-assisted coding (Claude Code, Cursor, Codex); Agent Skills and plugins, multi-agent orchestration, MCP, evaluation harnesses; prompt and context engineering; workflow automation (Feishu, scheduled jobs); LLMs (ChatGPT, DeepSeek, Qwen); GenAI (Jimeng, Kling, Whisper, TTS)

Data & Finance: Excel, SQL, Python, Tableau, Power BI, QuickBooks

Content & Growth: social media (Xiaohongshu, WeChat Channels, Instagram, LinkedIn, X), email marketing (Mailchimp), SEO/GEO, paid promotion, CapCut, Figma, Photoshop

Languages: Mandarin (native), English (professional working proficiency), Japanese and Korean (conversational)

EDUCATION

New York University | *M.S. in Management and Systems (Database Technologies)* Sep 2023 – Jan 2025 | New York

- GPA: 3.95/4.0; Dean's Scholar
- Graduate Student Council Representative: Led a 17-member events team and managed social media

University of Shanghai for Science and Technology | *B.Eng. in New Media Technology* Sep 2019 – Jun 2023 | Shanghai

- GPA: 3.43/4.0; Outstanding Graduate of the Class of 2023; Second-Class Scholarship (three consecutive years)