Yuxi Wang

yxw1498@miami.edu | 5250 University Dr, AGB 535, Coral Gables, FL 33124, USA

EDUCATION

Ph.D in Business Administration (Marketing) — Expected 2027 or 2028
Miami Herbert Business School, University of Miami — *Miami, FL*

M.S in Marketing Analytics — May 2022
Simon Business School, University of Rochester — *Rochester, NY*

B.B.A in Global Business Studies — June 2018
The Chinese University of Hong Kong, Shenzhen — *Shenzhen, P.R.China*

Exchange Semester — Fall 2016
University of Alberta — *Edmonton, AB*

Summer Session — Summer 2015
University of California, Los Angeles — *Los Angeles, CA*

RESEARCH INTEREST

Methodology: Reinforcement Learning, Machine Learning, Stochastic Models, Causal Inference
Research Interest: Quantitative Marketing

WORK IN PROGRESS

1. "Managerial Learning in Sequential Promotional Field Experiments" with Johnson, Joseph and Pavlov, Eugene.

RESEARCH/LAB EXPERIENCE

Research Assistant — Sep 2022 - Now
Miami Herbert Business School — *Miami, FL*

Lab Assistant — August 2022 - Now
Canes Behavioral Lab, Marketing Department, Miami Herbert Business School — *Miami, FL*

Research Assistant — September 2021 - December 2021
Simon Business School, University of Rochester — *Rochester, NY*

TEACHING EXPERIENCE

Teaching Assistant — August 2021 – March 2022
Simon Business School, University of Rochester — *Rochester, NY*

- MBA class MKT437 Digital Marketing Strategy (Class size: 18); Fall 2021
- MS class GBA465 Python Analytics for R Programmers (Class size: 246); Spring 2022

INDUSTRY EXPERIENCE

Senior Media Planner — March 2018 - May 2020
Publicis Media — *Guangzhou, P.R.China*

- Procter and Gamble Oral Care and Honors Smartphone: Led E-commerce media planning of 5 Flagship Stores on Tmall(Alibaba); Drafted annual plan and business review; Marketing Mix Modeling

HONORS AND SERVICES

University of Miami Fellowship, Miami Herbert Business School, University of Miami, 2022-2027
Dean's List, Simon Business School, University of Rochester, Summer 2021, Fall 2021
Admission Scholarship, Simon Business School, University of Rochester, Spring 2021
Alumni Representative, Visiting Committee Audit 2021 for School of Management and Economics
Best Presenter, Publicis Media Graduate Program 2018
Student Representative , CUHK Quality Assurance Council Audit 2015
Admission Half Tuition Waived Scholarship , CUHK(SZ) 2014-2018

Technical Skills

Languages: English(Proficient), Japanese(Intermediate), German(Elementary), Mandarin(Native), Cantonese(Native)
Econometric: R, STATA, SAS, EView
Programming: Python, R, MATLAB, LaTeX
Data Warehousing: MySQL, Neo4j