

Elle Yuan Wang
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Education

Columbia University September 2009 - present
PhD Candidate, Cognitive Studies (Intelligent Technologies)
Research projects: MOOC (Massive Online Open Courses) student retention rate enhancement design; Artificial Intelligence as learning companionship; Embodied cognition in learning statistical constructs and probability
Principal Investigator (PI) for MOOC Motivation Project funded by Bill & Melinda Gates Foundation
The only student member of MOOC committee chaired by Columbia's Chief Digital Officer
MA, Communication, Technology and Education September 2009 – May 2011

Tianjin Foreign Studies University, China September 2005 – July 2009
BA, English, International Journalism, and International Business
-Awarded China National Scholarship, graduated Top of the Class (1/500)
-Awarded full scholarship to attend the 6-month intensive business training in International Business Program offered by International Business Institute of ESEC (Educational Services Exchange with China: An American education agency based in California, USA)
Courses including Marketing, Finance, Management and Operations

Experience

Columbia University (Joint appointments), NYC August 2011 – August 2012
Special Projects Officer, Office of the President
-Core member of the Columbia Global Commons Website/Global Strategy team; RFP, Agency selection, proposal reviews
-Managed agency selection processes for the Global Commons project based on web usability research
-Identified and researched key web design and content subjects for presentations prepared for university trustees, senior administration representing the President's Office.

Marketing and Communications Officer, Columbia Technology Ventures
-Managed the CTV website through CMS Drupal targeting both internally to 300 inventions by Columbia faculty and researchers in life sciences and engineering and externally to venture capitalists and angel investors
-Supervised PhD fellows in conducting research interviews for Columbia faculty inventors
-Defined strategy and initiated implementation of Tech Ventures' public relations, marketing and communications efforts via web, social media and print channels

Office of the Mayor, New York City January 2011 – May 2011
Social Media Research Fellow and Consultant
(Selected as the youngest fellow and the only international student in the cohort of 5)
-Advised the Mayor's Office in utilizing social media into community engagement and policy making;

-Co-designed the website and social media engagement initiatives for “We Are New York” – An Emmy-winning TV show aimed at helping immigrants learn English and better connect with each other

-Created keynote/data analysis/insights reports for clients across agencies

MTV Networks/Viacom Inc., New York, NY September 2009 – December 2010
Social Media Research & Strategy Analyst
MTVN's Strategic Insights & Research

-Researched trade publications, industry blogs and academia; compiled core-value report on Social Media Metrics (specializing on opinion mining and sentiment analysis)

-Identified and interviewed key targeted groups of customers in a National Education Research Project partnered with the *Associated Press* and *Stanford University*

-Leveraged secondary research sources, primary research studies, and internal/external subject matter expertise to deliver holistic insights to further the long-term company objectives

-Designed usability discussion guides to help identify key potential problems in games/websites based primarily on Learnability, Efficiency, Memorability, Errors, Satisfaction and ROI.

Publications (Selected)

Wang, Y. (2013, June). Exploring Possible Reasons behind Low Student Retention Rates of Massive Online Open Courses: A Comparative Case Study from a Social Cognitive Perspective. In *AIED 2013 Workshops Proceedings Volume* (p. 58).

Wang, Y. (2013). Exploring Possible Reasons behind Low Student Retention Rates of from a Social Cognitive Perspective. New York, NY: Teachers College, Columbia University.

100 Ways to Make History: May 20th, 2011. Volume 1. 208-209, New York Public Library

Social Media: Crack for marketers not consumers (2010). Mercurybrief.com

Scoop: Bridging the Gap. *Crazy English* (2008), 71, 109-113

Scoop: American TV Drama Mania. *Crazy English* (2008), 72, 99-102

Activities

Consecutive Translator/Consultant, executive business training classes for Chinese visiting entrepreneurs at **Columbia University** (2010, 7 – present)

Co-producer, *Shanghai Story, A Musical* (an upcoming Broadway show with funding from Chinese government) (2013,3 – present)

Founder, Silicon Alley Serendipity Club, (A monthly program aimed at connecting entrepreneurs in NYC and China) (2013, 2 – 2013.8)

Youth Sub-Committee Member of Sustainability Development, **United Nations, Department of Public Information** (2011 – 2012)

Music Ambassador, **Carnegie Hall** (2010.1 – 2011.5)

Games-Time Volunteer, **2008 Beijing Summer Olympic Games** (2008.8 – 2008.10)

Language Training Program Consultant, **Renaissance Tianjin Hotel, Marriott Int.** (2006.10 -2007. 6)