

# XINYU WEI

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## *Education*

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<b>Columbia University</b> , New York, NY <i>Ph.D., Marketing, Columbia Business School</i>	2020 – Present
<b>University of Chicago</b> , Chicago, IL <i>B.S. (with General Honors), Computational and Applied Mathematics</i>	2015 – 2019

## *Research Interests*

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**Substantive:** Branding, Content marketing, Creator economy, Social networks  
**Methodological:** Representation learning, Unstructured data, Bayesian statistics

## *Work in Progress*

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**Representation Learning of Brand Images**  
*with Olivier Toubia*

**Bayesian Modeling of Social Relationships**  
*with Asim Ansari*

**Contract Design between Brands and Influencers**  
*with Kinshuk Jerath and Qitian Ren*

## *Honors and Awards*

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Amanda and Harold J Rudolph M.S. Scholarship, 2022  
INFORMS Marketing Science Doctoral Symposium Fellow, 2022  
Doctoral Fellowship, Columbia Business School, 2020-2025  
Jeff Metcalf Fellowship Grant, The University of Chicago, 2016 and 2019

## *Graduate Coursework*

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"Applied Causality, Spring 2023, David Blei  
"Probabilistic Models and Machine Learning, Fall 2022, David Blei  
"Mathematical Models in Marketing", Spring 2022, Rajeev Kohli  
"Bayesian Modeling", Fall 2021, Asim Ansari  
"Representation Learning", Fall 2021, Carl Vondrick  
"Empirical Models", Spring 2021, Asim Ansari  
"Analytical Models", Spring 2021, Kinshuk Jerath  
"Fundamentals of Deep Learning" (UChicago), David McAllester  
"Unsupervised Learning and Data Analysis" (UChicago), Karen Livescu  
"Machine Learning and Large-Scale Data Analysis" (UChicago), Yali Amit

## Teaching Experience

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### Teaching Assistant

*Columbia Business School*

2020-2025

- Spring 2023: Marketing Strategy (EMBA core)
- Spring 2023: Pricing Strategies (MBA)
- Fall 2022: Digital Marketing (MBA)
- Fall 2022: Marketing Analytics (MS)

## Other Experience

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### NYU Stern School of Business

*Research Assistant to Prof. Xiao Liu and Raluca Ursu*

2019 – 2020

### Computational Cognitive and Visual Neuroscience Lab, University of Chicago

*Research Assistant to Prof. David Freedman*

2018 – 2019

### Multilingualism and Decision-Making Lab, University of Chicago

*Research Assistant to Prof. Boaz Keysar*

2016 – 2018

### IDG/McGovern Institute for Brain Research, Beijing Normal University

*Research Assistant to Prof. Shaozheng Qin*

Summer 2017

### Infant Learning and Development Laboratory, University of Chicago

*Research Assistant to Prof. Amanda Woodward and Dr. Courtney Filippi.*

2015-2016

## Skills

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**Programming Languages:** Python, R, Matlab, Mathematica, SQL

**Languages:** English (fluent), Mandarin (native)