PEIYAO ZHU

zpy@umich.edu | (734) 510-9550
Ann Arbor, MI, USA

Research Assistant August 2022 - April 2023
Department of Epidemiology, School of Public Health, University of Michigan

- **Research Project**: Investigated the social determinants of COVID-19 and influenza vaccine hesitancy in the U.S., emphasizing demographic, cultural, and political correlates.
- Conducted independent research and scientific writing under faculty mentorship, contributing to conceptual development, interpretation of results, and manuscript drafting.
- Cleaned, analyzed, and visualized complex survey data using SAS and R, ensuring methodological accuracy and reproducibility.

Research Analyst May 2022 - July 2022
Ben-Gurion University of the Negev, Beer Sheba / Tel Aviv, Israel

- **Research Project**: Examined socioeconomic and social-group disparities in COVID-19 vaccination uptake using national data from the Israel Ministry of Health.
- Cleaned, managed, and analyzed national vaccination datasets using statistical and epidemiologic methods.
- Conducted a comparative policy review for the European Association of Schools of Public Health, assessing COVID-19 surveillance systems across 10 countries.
- Prepared analytic reports and presentations; contributed to posters and research dissemination for academic and policy audiences.

INTERNSHIP / WORK EXPERIENCE

Quantitative/Qualitative Analyst July 2020 - Jan 2021
Kantar Health, Shanghai, China

- Supported healthcare market research and consulting projects through primary data collection, secondary research, and quantitative analyses for global pharmaceutical clients.
- Summarized and visualized findings; produced bilingual deliverables (reports and slide decks) for internal and client-facing communications.
- Collaborated with cross-functional teams and public-sector stakeholders to develop and refine questionnaires and research protocols.
- Processed multi-source data and synthesized market trends to support client recommendations.

Project 1: AstraZeneca - Digital Marketing

- Analyzed digital marketing models from leading FMCG companies to inform targeting and strategies and channel optimization for pharmaceutical companies.
- Led data collection and synthesis; co-authored industry research reports offering evidence-based recommendations for digital expansion and audience segmentation.

Project 2: Sanofi - Internet Hospital

- Assessed policy frameworks and partnership opportunities for developing digital hospital platforms with public healthcare institutions.
- Conducted qualitative research, including questionnaire design and stakeholder interviews, to evaluate feasibility and public perception.

Researcher May 2019 - August 2019
Gimema Hematology Research Center, Rome, Italy

- Conducted a systematic literature review on hematologic malignancies, synthesizing evidence on clinical outcomes, patient-reported outcomes, and quality-of-life measures.
- Collected and analyzed clinical research data using statistical and informatics approaches, supporting ongoing multi-institutional studies.
- Organized, visualized, and summarized quantitative results to support publication development and improve clarity of data reporting.

PEIYAO ZHU

zpy@umich.edu | (734) 510-9550
Ann Arbor, MI, USA

Peer-reviewed Publications / Awards

- **Publications / Under review:**
  1. **Zhu P**, Zhang V, Wagner AL. Demographic differences in compliance with COVID-19 vaccination timing and completion guidelines in the United States. *Vaccines*. 2023;11(2):369. doi:10.3390/vaccines11020369.
  2. Zhang V, **Zhu P**, Wagner AL. Spillover of vaccine hesitancy into adult COVID-19 and influenza: the role of race, religion, and political affiliation in the United States. *Int J Environ Res Public Health*. 2023;20(4):3376. doi:10.3390/ijerph20043376.
  3. **Zhu P**, Kobayashi LC, Westrick AC. Comparison of middle-aged and older cancer survivors in the U.S. Health and Retirement Study (HRS) and the Surveillance, Epidemiology, and End Results (SEER). *Cancer Causes and Control*. 2025; 36:833–844. doi:10.1007/s10552-025-01986-5.
  4. Westrick AC, **Zhu P**, Friese CR, Lange KM, Kobayashi LC. The association of pre-cancer diagnosis cardiovascular risk factors with memory aging after a cancer diagnosis, overall and by race/ethnicity. *J Cancer Surviv*. 2024; 18:1144–1153. doi:10.1007/s11764-024-01593-4.
  5. **Ware EB***, **Zhu P*,** Noppert G, Fu M, Benbow M, Kobayashi LC, Ryan LH, Bakulski KM. Associations of perceived neighborhood factors and Alzheimer's disease polygenic score with cognition: Evidence from the Health and Retirement Study. *PLOS ONE*. 2025;20(11):e0336403. doi:10.1371/journal.pone.0336403.
  6. **Higgins Tejera C***, **Zhu P***, Ware EB, Hicken MT, Zawistowski M, Kobayashi LC, Seblova D, Manly J, Mukherjee B, Bakulski KM. DNA methylation age acceleration mediates the relationship between systemic inflammation and cognitive impairment. *Epigenomics*. 2025 Dec 8:1–11. doi:10.1080/17501911.2025.2595905.
  7. **Zhu P,** Nichols E, Angrisani M, Gross AL, Lee J, Kobayashi LC, Social engagement, formal education, and cognitive outcomes among older adults in India: longitudinal population-based study. *Under review.*
  8. Chang H, **Jock J***, **Zhu P***, Wagner R, Fleming P, Tollman S, Kobayashi LC. Exploring contextual determinants of the Older Person's Grant expenditure and aging health. *Under review*.

  ** Co-first author / contributed equally*

- **Conference：**
  - Social isolation and cognitive function and decline in a population-based longitudinal study of aging in India, overall and by education. Presented at the *Society for Epidemiologic Research Annual Meeting*; 2025; Boston, MA

- **Awards:**

Gelman Global Scholars Program and Blumenthal Fund Award 2022
Office of Global Public Health, University of Michigan

Internship Funding recipient 2022
Department of Epidemiology, University of Michigan

Tuition Fellowship, Emotional Well-being and Physical Health Program 2025
Department of Social and Behavioral Sciences, Harvard T.H. Chan School of Public Health
Research Department of Behavioral Science and Health, University College London