

AMANDA NGO

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• amandango.me

EDUCATION

University of Pennsylvania, Philadelphia, PA

May 2020

Huntsman Program in International Studies and Business, Cumulative GPA: 3.98/4.00 Dean's List (all semesters)

The Wharton School, B.S. in Economics, concentration in Decision Processes

College of Arts and Sciences, B.A. in International Studies, French language target

King's College, Auckland, NZ

December 2015

A* in A Level Mathematics, French, English, Economics; Top in the World AS French; Head Girl (class president)

WORK EXPERIENCE

Growth Strategy and Analytics Intern

June 2019 – August 2019

Upstart, San Carlos, CA

- Spearheaded a flagship company initiative to increase brand awareness for Upstart, a fintech startup. Analyzed 15 A/B tests from prior 6 months and proactively redefined the strategy of the project based on the insights generated. Led weekly meetings between Growth and Product teams.
- Conducted analysis in R using multivariate regression and Bayesian bootstrapping to determine causal impact of radio and billboard ads. Results informed the allocation of hundreds of thousands of dollars of ad spend.
- Used multivariate regression and random forest classifiers to segment remarketing population and recommend fruitful A/B tests.
- Conducted user research interviews with customers to improve podcast advertisement performance.

Software Engineering Intern

July 2018 – August 2018

Appstrax Tech, Cape Town, South Africa

- Worked with a software contracting team in an agile environment to design and build front and back-end features for a client's mobile food and drink ordering application.
- Using Ionic, Angular, Loopback, and MySQL, built time-gated guest list capability for bars allowing guests to sign up and check-in to events.

Reporter Intern

May 2017 – August 2017

NoCamels, Tel Aviv, Israel

- Sourced high-potential technology startups in Israel, interviewed CEOs, conducted industry analyses, and published articles on the NoCamels technology entrepreneurship news website.
- Had writing re-published by tech news website The Next Web, with 600+ shares (3x the average).

EXTRACURRICULAR ACTIVITIES AND LEADERSHIP

Investment Associate

August 2017 – May 2018

Wharton Impact Investing Partners (WIIP), Philadelphia, PA

- As nominated deal leader and the only undergraduate with a team of 6 Wharton MBA students, sourced energy startups, led due diligence calls, managed communications with our primary startup, built frameworks measuring impact, and delivered pitches to investor panels for the international MBA Impact Investing Network and Training Competition (MIINT).
- Won multiple competitive rounds judged by leading impact investors to represent Wharton at MIINT.

Teaching Assistant (10 hours per week)

August 2017 – December 2017

Wharton 101: Business and You, Course, Philadelphia, PA

- Mentored 20 first-year Wharton students one-on-one by guiding students through self-reflection and providing feedback, facilitating group discussions on leadership and teamwork, and liaising with non-profit clients.

SKILLS AND INTERESTS

- **Programming:** R, Stata, Javascript, HTML, CSS, Ionic, Angular, MySQL, Loopback
- **Other skills:** Conversational and written proficiency in French; proficiency in Tableau, Qualtrics, Wordpress, Sketch, Figma, and Microsoft Office Suite
- **Interests:** Gratitude – building gratitude app; Community building – founded coworking community at Penn, mental models, productivity systems