

Annie Pang

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Education

University of California, Berkeley

B.A. in Cognitive Science

Expected: May 2022

GPA: 3.6/4.0

Relevant Coursework:

Software Engineering & Data Science: Principles and Techniques of Data Science, Concepts of Probability, Data Structures, Structure and Interpretation of Computer Programs, Linear Algebra and Differential Equations

Business and Industrial Analysis: Methods of Manufacturing, Economics

Experience

Product Management Intern

San Francisco, CA | Aug 2020 – September 2020

Whil

- Launched a product updated with 3 new user interfaces; compared KPIs in sales and analyzed 1k users' data
- Worked on a competitor analysis that detailed 30+ unique data points of 25 direct and in-direct competitors

Data Analyst Intern

San Francisco, CA | Jun 2020 – July 2020

Noble Profit

- Assisted to build a Gradient Boosting Classifier with k-fold cross validation
- Designed machine learning algorithms to capture data; integrated the model with AWS language processor

Marketing and Communications Intern

New York City, NY | May 2020 – July 2020

C.H.O.Y.C.E.S. (Creatively Helping Our Youth Conquer Education and Success)

- Collaborated with a team of 20 to research the demographics of prospective minority college students
- Developed counseling service as a nonprofit organization and proposed an action plan to increase brand influence
- Compiled quantitative and qualitative data on social media performance and coordinate with External Managing Director to develop marketing proposals on media operations, improving readers engagement by 20%

Marketing Intern

Walnut Creek, CA | Mar 2020 – June 2020

UVFAB Systems, Inc.

- Detailed market assessment for new applications for existing products by analyzing market growth
- Identified ways to expand in the market value by expanding in adjacent spaces for a ~ \$2M business line
- Managed Search Engine Optimization (SEO) keywords ranking including recommending and implementing changes to website architecture, market content, social media to improve positions for target keywords
- Increased the number of press releases from 1-2 times annually to 2-3 times a month

Undergraduate Researcher

Berkeley, CA | Feb 2019 – May 2019

UC Berkeley College of Natural Resources

- Extracted key data from 3 rounds of experiments; performed data analysis using Python, NumPy, Pandas
- Collaborated with a team of 10 to design systems rely on the ability of microbes and their constituents

Consultant -- Optimir Consulting (Startup Consulting at UC Berkeley)

Berkeley, CA | Oct 2018 – Dec 2019

Consultant – Blue Umbrella (Autism Research Company)

- Performed data analysis using Python; built costumer database for the autism researchers and early stage ventures
- Increased the number of customers by 150%

Leadership

Marketing Director

Berkeley, CA | July 2020 – Dec 2020

TOPPA (Mentorship program initiated by Google and UC Berkeley College of Engineering)

- Recruited 50+ members; led a team of 7 to organize 5 info sessions; hit 2,000 views on a publicity page

Officer

Berkeley, CA | March 2019 – June 2019

FemTech (Mentorship program for women and underrepresented students to excel in STEM careers)

- Initiated 2 robotics workshops that benefited 100+ students; connected 50+ students with alumni in STEM

Projects

Trump's Tweets Sentiments

- Analyzed data from Twitter API to examine the behavior of Trump's tweets; compared polarity and made inferences
- Used Python, Twitter API, NumPy, Pandas, Matplotlib, Seaborn, Jupyter Notebook

Skills and Interests

Languages and Libraries: Python, R, NumPy, Pandas, SQL, Java | **ML Toolkits**: Scikit-Learn, PyTorch, TensorFlow

Data Visualization: Matplotlib, Seaborn, Plotly, ggplot | **Skills**: Microsoft Excel, Adobe Suite, Native Proficiency in Chinese