

# BENJAMIN MA

Undergraduate Student from UC SanDiego

looking for a skill related job (Business & Marketing Analysis related).

## EDUCATION

2022-2024

**University of California, San Diego**  
B.S. Business Economics

San Diego, USA

2023

**University of Edinburgh**  
Study Abroad

Edinburgh, UK

## PROFESSIONAL EXPERIENCE

09/2024-Present

**Data Science, intern**  
Tymeline

Delaware, USA

- Go-to-market strategy development and product launches.
- Market research to identify opportunities and assess impact.
- Customer segmentation, ROI, and market analysis.
- Analyzed trends and customer behavior for data-driven decisions.
- Built marketing materials helps campaigns, boost visibility and engagement.

04/2024-Present

**AI Training for Marketing Research**  
Outlier AI

San Francisco, USA

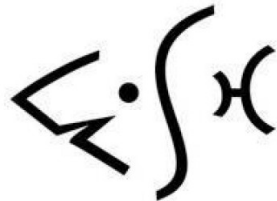
- Trained AI models for marketing research, enhancing the models' capability.
- Instructed AI models in analyzing customer data and segmenting markets.
- Developed training code for AI to identify high-value customers.
- Ensuring continuous improvement and accuracy in marketing research applications

04/2024-09/2024

**Business Analyst, intern**  
Entropy Technologies

Sydney, Australia

- Data sourcing, cleaning, and analysis
- Generated business maps for market segmentation using advanced data analysis tools.
- Utilized Tableau to visualize data and generated insights to the management team.
- Built and optimized advertising landing pages based on weekly traffic analyzed results.
- Increased daily click-through rates and traffic for promotional campaigns.



## CONTACT INFO

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🐙 [github.com/BenjaminMa](https://github.com/BenjaminMa)

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For more information, please  
contact me via email.

## SKILLS

Experienced in statistical analysis,  
business mapping methods.

Experience with business analysis  
and market (inbound, outbound)  
research with CRM and Salesforce.

Skilled in leadership

Skilled in R, Stata, Excel, and SQL

*This resume was made with the R  
package **pagedown**.*

*Last updated on 2024-09-11.*

11/2023-  
03/2024

### Business Analyst, intern

Camal Group.

📍 San Diego, USA

- Sourcing, cleaning, and visualizing trade data from prospect.
- Generating weekly summary report to assist make sale strategy decisions.
- Exceeded KPIs and achieved multiple sales for the company.
- Received return offer from company.



## VOLUNTEER EXPERIENCE

11/01/2020-  
08/01/2021

### United Nations Volunteer Program (Goodness and Mercy Missions)

-Participated in non-profit organization -Developed marketing strategies with team. -Negotiated fundrasing with government agencies and global institutions. -Awarded with a certification

📍 New York, USA

11/25/2020-  
03/25/2021

### United Nations Volunteer Program (Cameroon Association of Active Youths)

-Assisted facilitating donations from institutions -Led a safety equipment's advisory group. -Cleaning donation data -Using data visualization tools for weekly project evaluation. -Received a certification and letter of appreciation.

📍 New York, USA



## SKILLS

Business & Marketing Analysis, Data Visualization (Tableau, Power BI, Excel), Data Warehouse(Snowflake), Project Management(Jira,Linear, Asana), CRM, Salesforce, Microsoft-Office, SQL, STATA, R/RStudio.