

## **SUMMARY**

Highly organized with strengths in analytical problem-solving and results-oriented planning with diverse background and experiences specializing in strategic development, data science, AI, machine learning, Python, R, retail, sales, marketing and communications, various energy-related disciplines, and China.

## **EDUCATION**

**William & Mary Raymond A. Mason School of Business**, January 2023—August 2024

- Master of Science and Business Analytics (OMSBA); 4.0 GPA
- Member of Beta Gamma Sigma, an international honor society for business students

**Georgetown University School of Foreign Service**, August 2014 – May 2018

- Bachelor of Science, Major - Science, Technology, and International Affairs (STIA); Minor - Chinese; 3.44 GPA

**Intensive Mandarin Study Abroad Program in Beijing**, September 2016– December 2016

- Associated Colleges China (ACC) Program in Beijing; Complete Mandarin immersion

## **RELEVANT EXPERIENCE**

**Python Tutor**, July 2023 – Current

College of William & Mary

- Create lesson plans for graduate students taking the Python class in the OMSBA program
- Simplify complex subjects and topics into more digestible and understandable material
- Collaborate with the professor to refine the class through feedback
- Selected out of all the students immediately after taking the Python course due to my performance in class
- Obtained frequent positive feedback from students on my teaching abilities and help

**Director of Strategic Planning**, Feb 2020 – Nov 2022

Spirits & Spice

- Design and implement strategies to drive traffic and sales to the website and physical stores leading to 2x growth YoY on the website in just the first year
- Decide and manage marketing strategies including allocating budgets, having final say on initiatives, and keeping the team on the timeline
- Gather and analyze data to help forecast and plan key strategies for the whole company including: shipping costs, costs of goods, sales numbers, marketing, wages, rent, etc.
- Negotiate contracts for marketing, retail leasing, and contractors

**Communications Coordinator**, May 2018 - Feb 2020

Global Business Policy Council (GBPC), Kearney

- Crafted a comprehensive communications strategy with actionable ideas to better leverage the Council's research and reports
- Identified, created, and nurtured partnerships with journalists, commentators, content aggregators, key members of Kearney, and other thought leaders/think tank strategic alliances
- Created and managed timelines, deliverables, milestones, and development of communications strategy within the GBPC team
- Worked with the firm's web team to update the GBPC's corporate website, translating thought-leadership material into a web-relevant format

**GPBC Summer Intern**, Jun 2017 - Aug 2017

Kearney

- Created and implemented a new social media strategy

- Created extensive 30–100-page research documents, PowerPoint slides, and Excel sheets to produce deliverables for clients in the GBPC.
- Researched a wide range of topics including: Middle-class in China, 3D Printing, neuroscience, supply chain management, international debt, Internet of Things, comprehensive research on India, scenario planning, and tax policy.

**Intern, Jan 2017 - May 2017**

**Worldwatch Institute**

- Supported the efforts of the Energy and Climate Committee
- Authored blogs on topics relating to energy efficiency and urban sprawl
- Contributed to grant proposal development
- Engaged in research to facilitate Worldwatch's projects, such as: African mini-grids, case studies, and a presentation to Caribbean states on renewable investments.

**Intern, May 2016 - Aug 2016**

**Jackson Hole Center for Global Affairs**

- Managed high-ranking Chinese officials from Shanxi Province during their time spent in Jackson/Yellowstone exploring a sister-city relationship
- Conducted research on a variety of topics including: National Security and Climate Change, Coal Transition Strategies, and Sister-Cities
- Co-wrote Transition Strategies for Carbon Intensive Economies Intern Article

**Intern, Oct 2014 - May 2016**

**Georgetown University Energy Prize (GUEP)**

- Analyzed energy efficiency and media information from the 52 communities in the \$5 million GUEP
- Conducted exploratory research in prize concepts relating to prizes and grants
- Collaborated to organize and run a major convention with the purpose of connecting 150 public sector leaders at the federal, state, and local levels to inspire, train, and develop more ambitious prize ideas.

**Assistant Manager, Jun 2010 - Aug 2016**

**Pearls By Shari**

- Produce high-end sales ranging \$10,000-\$100,000+
- Significant customer service interaction
- Order inventory
- Administrative support

**SKILLS AND ACTIVITIES**

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| <ul style="list-style-type: none"><li>• <b>Strong skills in coding languages:</b> R, Python, AI (TensorFlow, and Keras), Machine learning, PCA, Gurobi, Tableau, LaTeX, Quarto, Markdown</li><li>• <b>Familiar in HTML, CSS, GitHub, Bash/Shell</b></li><li>• <b>Proficient in Mandarin:</b> Passed Georgetown SFS Fluency Exam in Spring 2018; Attained HSK Certification Level II, Fall 2014 after teaching myself Chinese in High School</li></ul> | <ul style="list-style-type: none"><li>• <b>Proficient in Microsoft Office:</b> Excel, Power Point (Gantt Charts, etc.), Word</li><li>• <b>Proficient in Software:</b> QuickBooks; Acumatica (ERP system); Shopify; ClickUp; Humanity</li><li>• <b>Proficient in Marketing Tools:</b> Facebook, Google, Twitter, LinkedIn, SEO, Attentive (SMS), Klaviyo, MailChimp, Eventbrite, Yelp, Google Ads</li><li>• <b>College Extra Curriculars:</b> After School Kids (A.S.K.) Volunteer, Smithsonian Volunteer</li></ul> |
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