

Andrea Pan

2310 Fulton Street #202, Berkeley, CA 94704
(408) 726 - 3228 | andreapan@berkeley.edu

EDUCATION

University of California, Berkeley

Bachelor of Arts in Economics

- GPA: 3.77/4.00

Berkeley, California

Aug 2017 – May 2021

WORK & LEADERSHIP EXPERIENCE

Oliver Wyman

Incoming Consultant

San Francisco, California

Aug 2021

Hydro Flask | CMG Strategy Consulting

Contract Project Manager

Berkeley, California

Aug 2019 – present

- Lead a team of 6 analysts to understand the factors behind Hydro Flask's popularity among the Gen Z demographic and to craft recommendations on how Hydro Flask can sustain their popularity.
- Guided analysts in conducting industry research and competitive analysis used for the creation of customer personas and branding/marketing recommendations. Supervised the launch of a nationwide survey to gather additional primary data and lead a workshop to teach analysts how to use Excel to analyze their 300+ data responses.
- Structured the 12 week project, each week's assignments, and conducted weekly client calls to ensure progress is on-track.

PG&E (Pacific Gas and Electric Company)

Strategy Formulation Intern

San Francisco, California

June 2019 – Aug 2019

- Assisted the creation of seven potential new business models that PG&E can pivot into based on hypothetical future scenarios by assessing the company's current assets, internal capabilities, and revenue model and understanding potential external changes
- Spearheaded the first iteration of internal tools used to track and document external changes in the environment including an indicator dashboard and a 6-page supplemental report. Created these materials by interviewing 5 relevant stakeholders within the company and thoroughly understanding the possible future threats to PG&E through reading industry reports and attending a Bloomberg Energy seminar.

HP | CMG Strategy Consulting

Contract Business Analyst

Berkeley, California

Sep 2018 – Dec 2018

- Analyzed the industrial 3D printing space and its key players. Extensively researched 3 companies' branding methods to prepare detailed case studies to support recommendations for HP's desire to rebrand from consumer to industrial facing.
- Synthesized industry research findings, competitor audits, influencer research and case studies in order to create three strategies for HP to better target the defense industry, with detailed implementation timelines and risks & mitigations.

Neptune Financial (NepFin)

Summer Credit Analyst

San Francisco, California

May 2018 – Aug 2018

- Gather information such as investment criterias, fund size, AUM, industry preferences, and contact information on 2,000 middle market private equity and lender firms using Pitchbook and firm websites.
- Evaluate investment opportunities and formulate arguments for or against particular investments by analyzing their CIMs (Confidential Information Memorandums) and Investor Presentations. Learned how to assess industry risks, a company's financial performance, their revenue model, and product in order to determine the risks associated with the investment.

Amazon | CMG Strategy Consulting

Contract Business Analyst

Berkeley, California

Jan 2018 – April 2018

- Performed competitive research, hosted focus groups and insight interviews to create research-backed recommendations for Amazon's augmented reality functionality, AR View.
- Used Excel pivot tables to analyze 500+ Google Consumer Survey responses and form insights on consumer shopping behaviors.
- Identified trends in consumer behavior to create 5 detailed customer personas and devised marketing initiatives for each persona.
- Synthesized research into 50-slide presentation decks and presented to company executives.

ADDITIONAL INFORMATION

- **Skills:** Advanced in Microsoft Office, including Powerpoint and Excel; Proficient in R; Intermediate in Final Cut Pro; Working knowledge of Adobe Illustrator; Strong communication and teamwork skills
- **Interests:** watercolor painting, photography & videography, documentaries, baking desserts, equality, hiking