

Andrea Pan

(408) 726 - 3228 | andreapan@berkeley.edu | andreapan99.github.io

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

Summer Consulting Analyst

San Francisco, California

June 2020 – Aug 2020 [*Canceled*]

- Internship was canceled due to COVID-19 but I completed various internal training on PowerPoint, Excel, and Tableau.

Hydro Flask | CMG Strategy Consulting

Contract Project Manager

Berkeley, California

Aug 2019 – Dec 2019

- Lead a team of 6 analysts to understand Hydro Flask's popularity among Gen Z. Guided analysts in conducting industry research, competitive analysis, survey creation, and data analysis to create 9 recommendations, 4 customer personas, and 10 case studies.
- 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, revenue model, and the potential external changes
- Spearheaded the creation of internal tools including an indicator dashboard and a 6-page report used to analyze external changes
- Created aforementioned 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.

Hewlett-Packard (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)- Middle-Market Lender

Summer Credit Analyst

San Francisco, California

May 2018 – Aug 2018

- Used Pitchbook to gather data on 2,000 private equity and lender firms to guide company's partnership decisions.
- Evaluated investment opportunities by analyzing their CIMS and Investor Presentations. Synthesized information on these investments including industry trends, revenue model, and product in order to assess their potential for success.

Amazon | CMG Strategy Consulting

Contract Business Analyst

Berkeley, California

Jan 2018 – April 2018

- Performed competitive research, hosted focus groups and insight interviews, and analyzed 500+ survey responses using Excel pivot tables to create research-backed recommendations for Amazon's augmented reality functionality, AR View.
- 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

- **Extracurricular Activities:** CMG Strategy Consulting
 - *VP of Professional Development (Current):* Responsible for organizing all professional development initiatives for 30 club members. Have led 9 workshops, prepared and taught a 2-day training on project-work, created a mentorship program, and aggregated 300+ opportunities. Lead to members securing offers from McKinsey, Bain, Deloitte, and Goldman Sachs.
 - *VP of Internal (Spring 2020):* Served as the main coordinator of club-wide socials to strengthen the organization's culture while fostering inclusivity. Organized a 2-day retreat, hosted 8+ events, prepared care packages, designed internal apparel.
- **Skills:** Advanced in Microsoft Office, including Powerpoint and Excel; Advanced in Google Suite; Proficient in R; Intermediate in Final Cut Pro; Working knowledge of Adobe Illustrator; Strong Communication and Teamwork Abilities
- **Interests:** Watercolor Painting, Concerts, Baking Desserts, Equality, Documentaries, Hiking, Film photography, Event Planning