Belynda Herrera

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Education

UC San Diego - Computational Social Science Master	Present
UC San Diego - Bachelor of Science in Political Science and Minor Sociology	2023
West Valley - Associate for Transfer in Administration of Justice	2020
Mission College - Associate for Transfer in Political Science and Sociology	2020

Work Experience

Hidden homeside | Alliance for Hope International   Present
Conduct in-depth review of cold case files to analyze, classify, and extract critical data. Build a machine learning algorithm to categorize cases as murder, suicide, or hidden homicide. Engage in policy reviews to enhance understanding of legal implications and investigative frameworks. Provide consulting insights to streamline project goals, ensuring thorough, evidence-based case assessments. Work with sensitive and confidential information to support the development of comprehensive research findings.

Senior Legislative Intern | Office of Senator Wahab   *January 2024 - May 2024*
- Supported policy research, constituent engagement, inter-agency coordination, and community outreach initiatives. Conducted research projects that informed legislative priorities, maintained constituent databases, and crafted detailed responses to constituent inquiries. This role deepened my understanding of legislative workflows and honed my analytical, written, and verbal communication skills to address real community concerns effectively.

Recreational Center Business Assistant | UC San Diego   January 2022 - June 2023
- Responsible for supporting various office functions, performing administrative and clerical duties, ensuring efficient business operations, and providing high-quality services to customers and business partners. Assisted in coordinating event logistics, managing scheduling, and resolving customer inquiries, contributing to a positive and organized environment.

Senior Legislative Intern | County of San Diego   January 2022 - May 2022
- Assisted in policy research, constituent correspondence, government agency collaboration, research projects, attend 10 community outreach events, and database maintenance. Developed a keen understanding of legislative processes and strong written and verbal communication skills. Onboarded, trained and scheduled over 50 interns.

Human Resources | Gilroy Gardens   January 2021 - June 2021
- Managed the hiring process for over 300 employees, provided phone and email support, and ensured compliance with employment regulations, including COVID regulations.Coordinated employee onboarding, maintained accurate records, and assisted with training programs to ensure smooth integration into the workforce.

Summer Intern | Gener8   May 2019 - August 2019

- Organized and improved the accuracy of a filing system for over 5,000 files, prepared and compiled documents, and coordinated meetings.Assisted in streamlining administrative processes, contributing to a more organized and accessible documentation system.

Law Intern | California Rural Legal Assistance   August 2018 - December 2018
- Conducted legal research, assisted in trial preparation and depositions, and filtered prospective clients for case eligibility.Managed multiple projects simultaneously and collaborated with community workers to organize outreach events, strengthening community engagement and access to legal resources. Prepared legal documents and drafted case summaries to support attorneys in building stronger cases for underserved communities.

Projects

"Unveiling Justice: Exploring the Intersections of Cold Case Resolution and Income Disparity"
- Compiled a dataset by integrating FBI Database Uniform Crime Report and United States Census Median Income Report.
- Systematically logged income and crime rate data for each county.
- Conducted a comparative analysis between the highest-income and lowest-income counties in California.
- Isolated and reported median income figures for each county, expressed in thousands.
- Employed regression models for detailed comparisons of results.

"Condemnable Correlations: The Relationship Between Hate Group Presence and Hate Crime Occurrence"
- Compiled data from FBI's Uniform Crime Reporting, Southern Poverty Law Center Hate Map, and U.S. Presidential Elections.
- Analyzed the relationship between hate group/crime data and state voting patterns, employing correlation analyses.
- Examined hate group prevalence and hate crime incidence as continuous variables at the state level.
- Conducted a comparative analysis by correlating hate-related variables with binary voter data from 2004 to 2020.
- Considered the impact of swing states, exploring correlations in states with electoral variability.

"Topic Modeling Analysis: Exploring Republicans vs. Democrats Through the Historical Lens of Party Swap"
- Considered the historical context of the Party Swap to inform our topic modeling analysis.
- Conducted pre-processing of the data to ensure optimal input for the subsequent Structural Topic Modeling (STM) analysis.
- Implemented STM to extract meaningful topics from the dataset, facilitating a nuanced understanding of the discourse within both the Republican and Democratic parties.
- Utilized the STM outputs to generate distinct topic labels for Democrats and Republicans during both the post and prior Southern Strategy periods.
- Conducted a thorough interpretation of the generated topic labels, scrutinizing each topic's partisan lean and relevance within the respective party contexts.
- Checked and verified the partisan alignment of each identified topic, shedding light on the ideological dynamics within the parties.

"China's Soft Power Expansion: Leveraging Machine Learning for Predictive Analysis"
- Led a team of 4 students in the development and implementation of a sophisticated machine learning model aimed at predicting China's soft power expansion, gauged through historical United Nations Vote data.
- Worked with a vast dataset comprising over 115 million data points from UN member states, meticulously wrangling and transforming it into a concise dataset of 220,000+ elements with 44 different variables. This comprehensive dataset covered all countries from 1992 to 2020.
- Conducted a detailed analysis of multiple dimensions to conceptualize and quantify soft power, with a specific focus on the theoretical underpinning of debt-trap diplomacy as the basis for the project.
- Uncovered regional patterns in Chinese influence on UN issues, employing a range of traditional machine learning algorithms such as KNN, linear regression, CART, and random forest. These algorithms were instrumental in forecasting China's ongoing impact within these regions.

Campaign plan
- Crafted a comprehensive campaign plan for Josh Harder, incorporating the following key elements:
- Developed a robust Campaign Strategy and Message to articulate the candidate's vision effectively.
- Executed precise Voter Targeting strategies to identify and engage specific demographic groups.
- Implemented effective Voter ID procedures to streamline outreach efforts and enhance voter engagement.
- Devised a strategic Fundraising and Finance Plan to ensure financial viability throughout the campaign.
- Fostered collaborative relationships with Political Parties and external groups to strengthen the campaign's support network.
- Orchestrated a detailed Paid Media Plan to strategically disseminate campaign messages through various channels.
- Engineered a sophisticated Social Media/Internet Plan to maximize online visibility and engagement.

Legislation Plan
- Developed a comprehensive legislative plan focused on tackling the feral pig issue through the enactment of SB 856, highlighting its multifaceted approach.
- Outlined the legislative strategy and message to effectively communicate the importance of addressing the feral pig problem.
- Employed a proactive approach to anticipate potential outcomes and challenges that may arise during the legislative process.
- Conducted a thorough analysis of the legislative outcomes, providing insights into the factors contributing to success or failure.
- Explored concerns and arguments from both supporters and opponents, implementing strategies to mitigate opposition and address identified concerns.
- Evaluated committee members, identifying potential supporters and understanding their positions on the proposed legislation.
- Anticipated challenges during committee deliberations and devised contingency plans to navigate potential obstacles.
- Conducted a comprehensive analysis of public perception and press coverage, shaping strategies to manage and enhance the overall image of SB 856.
- Assessed Governor Newsom's potential reaction to the legislation, considering various scenarios and preparing for possible outcomes.

Hard Skills
- R studios
- Stata
- Python
- Microsoft Office
- G Suite/Google analytics
- Canva
- Database management
- Adobe software suite
- ArcGIS
- SQL
- Julia
- Tableau
- California Legislative Information
- Legislative Constituent Management System
- UC Blink
- SAP Concur
- Cricut/Silhouette

Soft Skills

- Cantonese - Fluent
- Public speaking
- Effective communication
- Open-mindedness
- Teamwork
- Creativity
- Problem-solving
- Critical thinking
- Adaptability
- Organization