Belynda Herrera

Hbelynda09@gmail.com - linkedin

EDUCATION

UC San Diego - Bachelor of Science in Political Science and Minor Sociology
West Valley - Associate for Transfer in Administration of Justice
Mission College - Associate for Transfer in Political Science and Sociology

---

WORK EXPERIENCE

Recreational Center Business Assistant | UC San Diego   Jan 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.

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

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.

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.

Law Intern | California Rural Legal Assistance   August 2018 - December 2018
- Assisted in legal research, trial preparation, and deposition. Filtered prospective clients, managed multiple projects simultaneously, and collaborated with community workers to host events.

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	Soft Skills
● R studios	● Public speaking
● Stata	● Effective communication
● Python	● Open-mindedness
● Microsoft Office	● Teamwork
● G Suite	● Creativity
● Google analytics	● Problem-solving
● Canva	● Critical thinking
● Database management	● Adaptability
● Adobe software suite	● Organization
● Cantonese - Fluent	