

Brian No

213-800-2337 | brianno2002@berkeley.edu | [linkedin.com/in/brian-no](https://www.linkedin.com/in/brian-no)

EDUCATION

University of California, Berkeley

Aug. 2020 – May 2024

Bachelor of Arts in Data Science

EXPERIENCE

President

May. 2023 – Dec. 2023

Korean American Student Association

Berkeley, CA

- * Directed a team of 20+ staff members, successfully organizing and executing a diverse range of events catering to over 200 students, fostering cultural awareness and inclusivity
- * Implemented strategic leadership, overseeing all club operations from event planning to budget management, ensuring seamless execution and an engaging experience for members

Marketing Data Analytics Intern

May 2023 – Aug 2023

IBM

New York City, NY

- * Analyzed client base data of over 250K+ customers within DB2 using SQL and Tableau to identify key trends, resulting in 3 new data-driven recommendations for new client acquisition with potential to add \$600M+ in revenue
- * Segmented new routes of the client buyer journey to assist with product-led-growth initiatives and overall development within the marketing funnel
- * Conceptualized and designed presentations using Powerpoint and Tableau; delivered findings to audiences of 100+ attendees, which included both managers and vice presidents of the company.

Data Analyst Intern

June 2022 – Aug. 2022

Digitas North America

San Francisco, CA

- * Utilized Google Cloud Platform and Microsoft Excel to extract, transform, and clean data from TikTok, Snapchat, and Facebook used for dashboards; identified and analyzed key metrics to transform data into actionable, solution-focused information presented as deliverable to Sephora client weekly
- * Coordinated team of 6 interns to collaborate and present a \$5M mock campaign to 10+ members of Under Armour team promoting brand products awareness among teens and young adults

Data Science Academic Intern

Dec. 2021 – May 2022

University of California, Berkeley

Berkeley, CA

- * Advised and helped 30+ peers with introductory data science concepts (A/B testing, Hypothesis Testing, Inference/Prediction, etc.) through Jupyter Notebooks (Numpy, Pandas, matplotlib)
- * Encouraged analytical thinking and promoted an interactive problem-solving approach in manipulating data

Video Games Committee Project Manager

June 2021 – Dec. 2021

Business Careers in Entertainment Club

Berkeley, CA

- * Directed a team of 8 students to organize UC Berkeley's first Charity Valorant Tournament, raising \$500+ for five charities; served as the primary game caster to 100+ viewers live on Twitch
- * Performed a strategic KPIs analysis of 4+ social media accounts with over 100,000 followers to boost client ElevateGG's creative social media presence and presented slides to the CEO

PROJECTS

NBA Machine Learning Position Classifier | *Python, matplotlib, NBA API, scikit*

June 2022 – Aug 2022

- * Leveraged Python scripting to extract statistics from NBA website and optimize data models
- * Cleaned and optimized data to compare accuracy of classification techniques (K-Nearest, Logistic Regression, Decision Tree, Random Forest) in predicting NBA player positions

SKILLS

Coursework: Structure and Interpretation of Computer Programs, Data Structures and Algorithms, Principles Techniques of Data Science, Data Engineering, Data Mining and Analytics, Probability and Statistics for Data Science

Interests: Basketball, Cello, Lacrosse, Storytelling

Skills: Python (NumPy, Pandas, SciPy, PyMongo, PySpark), Java, TensorFlow, SQL, R, Tableau

Awards: Regents' and Chancellor's Scholarship