

# Brandon Cho

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## EDUCATION

### University of California, Berkeley

*Bachelor of Arts in Data Science, Economics*

Berkeley, CA

Aug. 2022 – May 2026

## EXPERIENCE

### Summer Associate

*Red Beach Advisors*

Jun. 2025 – Present

Los Angeles, CA

- Leveraged Google Cloud's Vertex AI (Gemini) to streamline RFP creation for Lighthouse Security Consultants
- Reduced manual RFP tailoring time by 65% and projected to improve bid turnaround by 67%
- Recommended AI-optimized digital marketing initiatives, boosting web traffic and lead generation by 23%

### Research Assistant

*Haas School of Business*

Aug. 2024 – Present

Berkeley, CA

- Automated bulk data extraction and cleaning (licensing, geographic, company data) for 500,000+ healthcare insurance agents using pandas, helping Prof. Demian Pouzo's research on intermediaries in regulated markets
- Reduced manual data collection time by 80% after developing Python-based web scraper with CAPTCHA bypass

### Data Science Intern

*University of Toronto: School of Cities*

Jun. 2024 – Aug. 2024

Toronto, CA

- Evaluated mobile data from 300+ Bay Area events (e.g., foot traffic, transit patterns) to identify trends for revitalizing urban centers and informing future urban development plans
- Constructed a GenAI pipeline using GPT-4o to extract housing bylaws, reducing manual review workload by 30%
- Collaborated on dashboards and geospatial maps to improve access to neighborhood-level policy insights

### Assistant Manager

*Devil & Angel*

May 2023 – Present

Bakersfield, CA

- Established social media presence using design and content creation tools (Canva, Photoshop, TikTok), reaching 4.3K+ followers and 1.2M+ views, increasing sales by 20% year-over-year and exceeding targets by 5%
- Reduced YoY costs by 10% via workflow optimization, freeing budget for higher-quality ingredients
- Refined product offerings based on customer trends, increasing sales through data-driven menu innovation

## PROJECTS

### 2D World Generator | *Java, OOP, Procedural Generation, Pathfinding, Tile Rendering*

May 2025

- Designed and implemented a modular, tile-based exploration game with procedurally generated maps, A\* pathfinding, interactive UI, and persistent player state using Java and object-oriented architecture

### Sports Arbitrage Bot | *Python, Selenium, Requests, Web Scraping, Odds API, REST APIs, Automation*

Apr. 2025

- Engineered a real-time sports betting arbitrage bot that scraped odds via REST APIs and bypassed rate limits with rotating keys, achieving positive daily EV and sustained returns over 3+ months

### E-mail Fraud Detection | *Python, Logistic Regression, Scikit-learn, Seaborn, Cross Validation*

Dec. 2025

- Built a logistic regression model to predict whether incoming emails are spam or "ham" (non-spam), achieving a classifier with more than 85 percent accuracy through feature engineering and principal component analysis

## TECHNICAL SKILLS

**Languages:** Java, Python, SQL, JavaScript, HTML/CSS, R

**Frameworks:** React, Node.js

**Developer Tools:** Git, VS Code, IntelliJ, Microsoft Excel, Google Cloud Platform, AWS, Adobe Creative Cloud

**Libraries:** pandas, NumPy, Matplotlib, Seaborn, Scikit-learn, TextBlob, PyTorch, TensorFlow, SciPy