

CAITLIN JOE

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EDUCATION

University of California, Berkeley

B.S. Business Administration

Expected Graduation: May 2024 | GPA: 3.99

ACT: 34

PROFESSIONAL EXPERIENCES

Bank of America Merrill Lynch

New York, NY

Investment Banking Summer Analyst

June 2022-Present

- Analyzed a comprehensive list of comparable companies considering factors such as business model and industry to determine an accurate valuation for a private company looking to raise capital in current market environment
- Conducted in depth market research on industrial goods industry to provide context and uncover sector dynamics

Mentor Global Consultants | Consulting Firm

Irvine, CA

Business Analyst Intern

May 2021-August 2021

- Spearheaded the conceptualization, research, and design behind brand marketing initiatives for Fintech and Blockchain companies aimed to increase website traffic
- Advised and helped company implement more user-friendly website design which ultimately led to a 70% increase in engagement with website content

Lambda Strategy Consulting | Consulting Organization

Berkeley, CA

Project Manager

Jan 2022- June 2022

- Worked with the world's largest socially and environmentally responsible apparel company to oversee and devise a strategy for their portfolio of brands to break into the Metaverse by crafting research reports and gathering consumer data
- Instructed a group of 6 analysts on market research strategies, design elements, and presentation skills

Strategy Analyst

Dec 2020- Dec 2021

- Researched and developed a go-to market strategy for a new sustainable food company aimed to drive sales and reach new audiences; conducted consumer and producer interviews to better understand grocery space
- Conducted 15+ interviews with grocery chains across the U.S. and compiled a PowerPoint presentation of research and analysis and presented a midterm and final deliverable to company executives and CEO

COMMUNITY SERVICE

Sage Mentorship Project | Education Enrichment

Oakland, CA

Volunteer/Tutor

Aug 2021-Jan 2022

- Provided academic assistance to students at Sylvia Mendez Elementary School by offering homework support, individual tutoring, mentoring, and promoting biliteracy in Spanish and English resulting in 65% higher scores on standardized tests
- Engaged in recreational activities and provide social and emotional support for students amidst the pandemic

Connect In Place | Education Program

Berkeley, CA

Volunteer/Teacher

Feb 2021-Jun 2021

- Hosted interactive tutoring classes in core math subjects for 20 middle school students to gain help amidst COVID-19
- Recognized the issue of the digital divide within education and worked with organization to raise over \$5,000 to provide laptops for students in financial need

Landmark Christian School | Preschool and Kindergarten

Diamond Bar CA

English as a Second Language Tutor

May 2019-Aug 2021

- Tutored preschool children in English as a second language and taught math to kindergarteners resulting in over 40% receiving higher scores on standardized tests
- Assisted in creating future lesson plans and administrative work including making copies and organizing teaching schedule

LEADERSHIP

Beta Alpha Psi | International Honors Business Fraternity

Berkeley, CA

Public Relations Director

Nov 2020-Present

- Provide a liaison between students on campus and the fraternity; organize 7 rush events per semester
- Organize and publicize business events for students such as Meet the Firms and resume workshops

Haas Business Student Association | Haas Student Government

Berkeley, CA

MBA & Alumni Relations Associate

Sept 2021-Present

- Plan and execute networking events for MBA students; provide a liaison between alumni network and undergraduate school and ensure all types of MBA students, both full time and part time, are integrated into Haas's programs
- Organized large-scale philanthropy event for MBA students with the Golden State Warriors and raised over \$5,000

SKILLS AND INTERESTS

Skills: MS Programs, G Suite, R Code, FactSet, Marketing, Social Media, Communication, Mandarin, Cantonese

Interests: Education, Fiction Books, Clean Beauty, HIIT workouts, Food Reviewing, Iced Vanilla Latte's