

# Caroline J. Chen

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## Education

### University of California, Berkeley

Expected May 2021

B.A. Statistics & B.A. Data Science

- **Relevant Coursework:** Statistical Prediction & Machine Learning, Probability for Data Science, Computing with Data, Foundations of Data Science, Data Structures, Structure of Computer Programs
- **Certificates:** Entrepreneurship and Technology (College of Engineering)

## Professional Experience

### Amplitude

San Francisco, CA

Contract Consultant

Aug 2018 - Present

- Conduct market research to develop Partner Program that streamlines use of product analytics software
- Highlight partner opportunities and recommend acquisitions by researching the target segment

### Goodly Labs

Berkeley, CA

Head of Marketing & PR

Jun - Sep 2018

- Managed team of 6 to improve user interaction by redesigning the website's interface from scratch
- Rebranded organization to increase target demographic unique viewership by 240% within 3 months
- Spearheaded digital marketing campaigns to raise awareness and maximize funding opportunities

### Twitter

San Francisco, CA

Contract Consultant

Feb - May 2018

- Developed marketing strategies by analyzing consumer data to build effective curriculum for nonprofits
- Created website mockups from scratch using Adobe XD for Twitter for Good's latest CSR initiative
- Designed newsletters using Adobe Illustrator to improve interactions between nonprofits and regular users

## Extracurricular Activities

### Statistics Undergraduate Student Association (SUSA)

Berkeley, CA

Research & Publications Director

May 2018 - Present

- Mentor 14 committee members in academic writing and data analysis languages like R, Python, and Java
- Host a research symposium as an opportunity for members to network with data science organizations

Expansionary Action Committee Member

Jan - May 2018

- Introduced a coffee chat system to connect members with department faculty for mentorship purposes
- Expanded scope of member and alumni directory to secure 10+ workshops for members

### Berkeley Phi Beta Lambda (PBL)

Berkeley, CA

Technology Committee Chair

Aug 2017 - Present

- Construct and lead workshops in Python, R, Excel, and Adobe Creative Cloud for committee members
- Design new curriculum focused on data analysis to provide members with relevant technological skills
- Collaborate with officer team to optimize professional development workshops for 60 members

## Skills & Interests

**Technical:** Python, R, Java, HTML/CSS, MS Suite, Adobe Creative Suite, Sketch, inVision

**Business:** Agile, Market Research, Growth Strategy, CSR, Brand Storytelling

**Interests:** Classical Music, Karaoke, Movies, Classical Literature, Photography