

# Caroline J. Chen

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## Education

### University of California, Berkeley

Berkeley, CA

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

Expected May 2021

- **Relevant Coursework:** Statistical Prediction & Machine Learning (STAT 154), Probability for Data Science (STAT 140), Computing with Data (STAT 133), Foundations of Data Science (CS C8), Data Structures (CS 61B), Structure of Computer Programs (CS 61A)
- **Certificates:** Entrepreneurship & Technology (College of Engineering)

## Professional Experience

### Goodly Labs

Berkeley, CA

Head of Marketing & PR

Jun - Aug 2018

- Managed a team to improve user interaction by redesigning the website's interface from scratch
- Rebranded the organization to expand the target audience from exclusively researchers to general public
- 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 an effective curriculum for nonprofits
- Created website mockups from scratch using Adobe XD for Twitter for Good's latest CSR initiative
- Designed a newsletter using Adobe Illustrator to promote interactions between nonprofits and regular users

### Asaii

Berkeley, CA

Marketing Strategy Intern

Oct - Dec 2017

- Analyzed the effects of social media marketing strategies on the market growth rate of the startup
- Implemented press kit centered around efficiency to promote rising artists to record labels

## 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
- Maintain separate timelines and hold weekly progress checks for 12 research projects
- Host a research symposium as an opportunity for members to network with data science organizations

Expansionary Action Committee Member

Jan - May 2018

- Initiated interaction with the undergraduate Statistics department by introducing a coffee chat system
- Expanded scope of member and alumni directory to secure 10+ workshops for members

### Berkeley Phi Beta Lambda (PBL)

Berkeley, CA

Technology Committee Chair

May 2018 - Present

- Direct workshops and labs for Python, R, Excel, and Adobe Creative Cloud for committee members
- Restructured the curriculum originally centered on web development to be an intro to data analysis
- Collaborate with an officer team to optimize professional development workshops for 60 members

## Skills & Interests

**Technical Skills:** Python, R, Java (introductory), HTML/CSS, Adobe Creative Suite, Sketch

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