

# Caroline J. Chen

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## Education

### University of California, Berkeley

May 2021

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

GPA: 3.38

- **Relevant Coursework:** Linear Modelling, Statistical Prediction & Machine Learning, Probability for Data Science, Computing with Data, Data Structures, Structure of Computer Programs
- **Certificates:** Design Innovation, Entrepreneurship and Technology

## Work Experience

### Cisco

San Jose, CA

Business Analyst Intern

Feb 2019 - Present

- Creating statistical models in R to predict churn prediction probabilities for the Digital Learning Library
- Building a recommendation feature with collaborative filtering to provide customers with suggestions

### GlobalGiving

San Francisco, CA

Contract Project Manager

Feb 2019 - Present

- Leading a team of 5 to provide product positioning recommendations for a data analytics product
- Holding workshops on how to use concepts of design thinking to create dynamic PowerPoint presentations

### Amplitude

San Francisco, CA

Contract Consultant

Aug - Dec 2018

- Conducted market research to develop Partner Program that streamlines use of product analytics software
- Designed mockups for a partner portal in Adobe XD to optimize communication with partners and clients
- Highlighted partner opportunities and recommended acquisitions to increase potential for scalability

### Goodly Labs

Berkeley, CA

Marketing & PR Lead

Jun - Sep 2018

- Created and managed team of 6 to improve user interaction by redesigning the website's interface
- Rebranded organization to increase target demographic's unique viewership by 240% within 3 months

## Leadership Experience

### Statistics Undergraduate Student Association (SUSA)

Berkeley, CA

Data Consultant

Jan 2019 - Present

- Developing object recognition algorithms using object detection algorithms and convolutional neural networks
- Collaborating with a team of 6 to rebuild a search engine, optimizing efficiency and user-friendliness

Research & Publications Director

May 2018 - Dec 2018

- Mentored 14 committee members in academic writing and data analysis languages, including R and Python
- Hosted a research symposium as an opportunity for members to network with data science organizations

### Berkeley Phi Beta Lambda (PBL)

Berkeley, CA

Technology Committee Chair

Aug 2017 - Dec 2018

- Constructed and led workshops in R, Excel, and Adobe Creative Cloud for committee members
- Collaborated with officer team to optimize professional development workshops for 60+ members

## Skills

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

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

**Interests:** Classical music, Literature, Movies, Teaching