

# Caroline Chen

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## Education

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### University of California, Berkeley

Berkeley, CA

*B.A. Statistics | B.A. Data Science*

May 2021

- **Relevant Coursework:** Time Series with Applications in R (STAT 153) | Probability for Data Science (STAT 140) | Concepts in Computing with Data (STAT 133) | Data Structures (CS 61B) | Structure and Interpretation of Computer Programs (CS 61A) | Foundations of Data Science (CS C8)
- Certificate in Design and Innovation | Certificate in Entrepreneurship and Technology

## Professional Experience

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### Twitter

San Francisco, CA

*PBL: Client Consultant*

Feb 2018-May 2018

- Created website mockups from scratch using Adobe XD for the latest Twitter for Good CSR initiative
- Designed a newsletter in Adobe Illustrator to promote interactions between nonprofits and regular users
- Collaborated on a team of 5 members to develop new marketing campaigns in weekly meetings

### Asaii

Berkeley, CA

*Consulting Intern*

Oct 2017-Dec 2017

- Analyzed the effects of social media marketing strategies on the market growth rate of the startup
- Developed a press kit in Adobe Illustrator centered around efficiency to present rising artists to record labels
- Beta-tested the product and provided weekly reports & feedback on software glitches and bugs

## Extracurricular Activities

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### Statistics Undergraduate Student Association (SUSA)

Berkeley, CA

*Research and Publications Editor*

May 2018-Present

- Mentoring committee members in data analysis languages including R, Python, and Java
- Creating separate timelines and holding weekly progress checks for 6 research projects simultaneously
- Initializing publication opportunities for the 18 committee members and the rest of the club

*Expansionary Action Committee Member*

Feb 2018-May 2018

- Streamlined the alumni contact system by inputting 5 data categories, prioritizing organization
- Introduced a coffee chat system that allowed for interpersonal relationships with the department's faculty
- Maintained and expanded the club's network with companies, alumni, and professors through cold-emailing

### Berkeley Phi Beta Lambda (PBL)

Berkeley, CA

*Technology Committee Chair*

May 2018-Present

- Redesigning the committee's curriculum to focus on languages relevant to data analysis and web development
- Creating workshops and labs for Python, R, Excel, and Adobe Creative Cloud for 6 committee members
- Collaborating with an officer team of 25 to optimize professional development skills for over 100 members

*Consulting Committee Member*

Aug 2017-Dec 2017

- Analyzed case studies and constructed marketing strategies every week with 7 other committee members
- Devised creative solutions based on business frameworks and presented them through dynamic PowerPoints
- Led workshops for other committees in the organization by having them consult for their committees

## Skills & Interests

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- **Skills:** Python, R, Adobe XD, Adobe Photoshop, Adobe Illustrator
  - **Languages:** Spanish (intermediate)
  - **Interests:** Classical Music, Karaoke, Movies, Classical Literature