

Caroline Chen

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Education

University of California, Berkeley

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

Berkeley, CA

May 2021

- **Relevant Coursework:** 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)
- **Certificates:** Design Innovation | Entrepreneurship and Technology

Professional Experience

Twitter

PBL: Client Consultant

San Francisco, CA

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

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Consulting Intern

Berkeley, CA

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

Statistics Undergraduate Student Association (SUSA)

Research and Publications Editor

Berkeley, CA

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)

Technology Committee Chair

Berkeley, CA

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