

Joshua Choi

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Education

University of California, Berkeley

May 2024

B.A. in Economics, Minor in Data Science

Major GPA: 3.68/4.00

- **Selected Coursework:** Principles of Business, Game Theory, Microeconomics, Financial Economics, Econometrics, Engineering Data Analysis, Social Psychology
- **Awards:** LinkedIn Learning Case Competition (2022) 3rd Place; revamped the LinkedIn Learning platform in a 4-person team through UI development, new function implementation, and product strategy

Yonsei University | Yonsei International Summer School

June 2022 – Aug. 2022

Seoul, South Korea

- **Selected Coursework:** Marketing, Macroeconomics
- Executed a mock, 3-phase Tesla marketing campaign by conducting immersive research, then presenting on market penetration strategies and product development

Experience

Microfinance at Berkeley | Senior Advisor

Jan. 2022 – Present

Berkeley, CA

- Collaborated with a team of advisors to oversee 3 client-facing business strategy projects focusing on pain points ranging from customer segmentation to financial analysis
- Built a 4-month project scope on Excel to streamline collectively exhaustive workflows between colleagues
- Researched 3 competitors of Berkeley-based babymat business to create competitor benchmarks from which to redesign their marketing campaign
- Performed a wholistic business analysis using client's financial data and social media analytics to motivate a reallocation of resources to SEO customer acquisition, using visualizations from Python
- Presented 15+ actionable recommendations in multiple client-facing deliverables via PowerPoint slides

Haas Digital | Student Production Assistant

Jan. 2023 – Present

Berkeley, CA

- Communicated between 3 teams concurrently through Asana to develop MBA-level courses and utilize modern edtech for the Berkeley Haas program
- Contributed to the production of 5+ courses including Negotiations, Corporate Finance, and more
- Advanced project timelines by meeting regular deadlines for audio cleanup, class transcription, and studio recordings

Activities

Cal Habitat for Humanity | General Member

Jan. 2023 – Present

Berkeley, CA

- Engaged in local community service projects ranging from soup kitchens to beach cleanups
- Committed to serving 24 total hours of volunteering throughout the semester

Design @ Berkeley | Club Member

Oct. 2021 – Dec. 2022

Berkeley, CA

- Prototyped website pages, menus, and marketing design resources for local business Tin Pot Creamery through Figma and Photoshop
- Attended bi-weekly general meetings and workshops focused on teaching graphic design principles and design tools through brand deconstructions of companies and brands

Help-U-Learn Nonprofit | Media Team Associate Leader

June 2019 – Aug. 2020

San Francisco, CA

- Initiated a free online Summer Camp program for 250+ grade school students to offer a medium for community during social distancing orders in San Francisco
- Collaborated with 5 other teams to deliver 50+ hours of video content over two months, utilizing Zoom, YouTube, and Facebook as platforms to share content

Skills & Interests

Software/Languages: PowerPoint, Excel, G Suite, Python, SQL, Asana, Figma, HTML, JavaScript, CSS, Slack

Interests: Plant Keeping, Weightlifting, C.S. Lewis, Typography, Clothing