

Cindy Ma

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EDUCATION

University of California, Berkeley

Berkeley, CA

Bachelor of Science in Nutritional Science, Emphasis: Dietetics

May 2016

Relevant Coursework: Intro to Web Design, Intro to Photoshop/Illustrator

Awards: 1st Place, 2015 Food Hackathon, <http://foodhackathon.co>

1st Place, 2015 TCHO HACKS *Chocolate Hackathon*

SKILLS & INTERESTS

Skills: Google Drive, Adobe Creative Suite (Photoshop/Illustrator/Lightroom), Basic SQL Queries, MS Office Suite, HTML/CSS/JavaScript, WordPress, Blogger, Squarespace, interpersonal communication, public speaking, group-collaboration, teaching

Interests: Nutrition, fitness, digital graphic design, photography, blogging, training for competitive running

WORK & LEADERSHIP EXPERIENCE

MyFitnessPal

San Francisco, CA

Student Nutrition Coordinator

September 2015 – Present

- Provide media and content support to the food & nutrition editor on the marketing team
 - Execute detailed day-to-day deliverables of MyFitnessPal's recipe program by scouting and calendaring recipes, formatting, scheduling and publishing recipe posts, calculating recipe nutrition information, and ensuring that recipes can be easily logged in MyFitnessPal
 - Outreach to 20+ partnered bloggers and obtain recipe assets
 - Utilize Google Analytics to create and curate blog media for MyFitnessPal subscribers
 - Research trending healthy food topics and propose original content ideas
 - Review site content proactively to gather reader feedback, identify content errors and flag for editors
- Plan, draft, and publish original content to be published on MyFitnessPal's blog
 - Sample work: <http://blog.myfitnesspal.com/4-ways-to-cut-calories-from-your-sandwich/>

FoodInno

San Francisco, CA

Co-founder

April 2015 – Present

- Connect students with local food companies to collaborate and solve business challenges
- Hosted the 1st Kombucha Food Hackathon in which 60+ attendees collaborated to develop an innovative marketing and branding strategy for House Kombucha
- Facilitate semester-long courses to inform and educate 30 students on food and nutrition
 - Fermentation: "Culturing" Our World (Spring 2016)
 - Environmental, Nutritional & Social Aspects Influencing our Food System (Fall 2015)
- Market events and increase brand recognition through social media outlets (Twitter, Instagram, & Facebook)

Berkeley-Haas Garwood Center for Corporate Innovation

Berkeley, CA

Social Media Assistant

December 2014 – December 2015

- Published 12 pertinent articles about Open Innovation and pioneering events at Berkeley-Haas Garwood Center
- Maintained and updated the Garwood blog via WordPress
- Assisted events consisting of business executives, government officials, professors, and students by planning logistics, photographing guests, coordinating with caterers, and directing guests to the venue
- Interviewed 100+ visitors from various sectors including business, education, engineering, and government for the Garwood blog
- Developed a strong social media presence by increasing Facebook Page Likes by 95% and maintaining an average of 551 Twitter impressions per day
- Edited media via Adobe Photoshop Lightroom, Photoshop, and Illustrator

PROJECT

Ma Nutrition, <http://ma-nutrition.blogspot.com/>

Berkeley, CA

Food & Travel Blogger

February 2014 – February 2015

- Published 66 original food & travel articles on the Blogger platform
- Accrued 6,700+ pageviews in all time history
- Marketed and increased brand presence through social media outlets (Twitter, Instagram, Pinterest & Facebook)