

# Cindy Hou

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## Education

**Brandeis University**, Waltham, MA

**Majors: Computer Science, Business**

Bachelor of Science, expected May 2022

Relevant Coursework: Data structure and the Fundamentals of Computing, Financial Accounting, Functions of the Capitalist Enterprise, Discrete Structure

## Skills

**Computer:** Experienced in Microsoft Office, Adobe suits (Photoshop, Illustrator, InDesign, XD); Proficient in Java, HTML/CSS, Javascript. Learning Python3, R.

**Tools:** Eclipse, GitHub, Processing, FinalCut, R Studio

**Language:** Fluent in Cantonese, Mandarin, English

## Experience

**Computer Science Department**, Boston

**November 2019 - Present**

*Research Assistant*

- Perform data analysis and online research for market outreach
- Perform market search to locate potential audience

**Codestellation Hackathon**, Boston

**January 2019 - Present**

*Coordinator of Social Media, Graphic Design and Marketing*

- Developed and executed online, social media, and print marketing strategies for new projects and events. Participated in all phases of the design on three major projects.
- Involved in branding, sponsor, and planning of the event planning process. Reached out to various potential partner companies and focused on school outreach which resulted in a total of 400 sign ups and 250 participants for the event.

**Consulting for Simtax**, Boston & Israel

**January 2020-May 2020**

- Provide digital strategy for Israeli startup, Simtext, on their newly launched product. Involved in market outreach and IU web development

**Consulting for Vibo**, Boston

**August 2020-Present**

- Work with other developers to build Vivo Trends, a data analytics tool that uses Vibo's event data to identify song trends.

## Activities

**BITMAP**, Co-President

**January 2019 - Present**

- biggest Tech community at Brandeis University

**TAMID Group**, VP-Marketing

**August 2019 -**

**Present**

- TAMID trains students and alumni to consult and advise Israeli companies

**TAMID Group**, Senior Engineer

**August 2020 - Present**

- Responsible for writing code, and oversee the entire development process