

# Cindy Zhang

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## Education

**University of California, Berkeley** Aug 2018 – May 2022

B.S. Business Administration | Haas School of Business

B.A. Data Science, Minor in Computer Science

**Technical Coursework:** Data Structures, Artificial Intelligence, Principles & Techniques of Data Science, Discrete Math & Statistics

**Business Coursework:** Business Analytics, Leading People, Communication, Statistics for Business, Micro/Macroeconomics

## Skills

### Programming Languages

Python, Java, JavaScript, Ruby, SQL

### Web Technologies/Frameworks

React, Typescript, React Native, Ruby on Rails, HTML/CSS, GraphQL, PostgreSQL, Jest/Enzyme

### Product & Business

Tableau, Figma, Agile, Scrum, User & Market Research, Microsoft Office, Accounting

## Experience

### 8it, [8it.nyc](https://8it.nyc)

New York City, NY

#### Product Management Intern

Sept 2020 - Present

- Currently working cross-functionally to launch web platform of app to help people find food in NYC

### Blueprint, Technology for Non-Profits

Berkeley, CA

#### Software Developer | React JS, Typescript, Ruby on Rails, PostgreSQL, Prism JS

Jan 2020 - Present

- Currently building web app with National Black Justice Coalition that enables people to find and engage with organizations focused on helping Black LGBT & other marginalized communities
- Built web app portal with user types to track and manage housing cooperative and individual investments

### Tech4Dev

San Francisco, CA

#### Software Engineering Intern | Typescript, PostgreSQL, Axios, Jest/Enzyme, Formik, HTML/CSS

May 2020 – Aug 2020

- Developed Glific platform to ease communication between non-profits & beneficiaries through WhatsApp integration
- Built and wrote unit tests for login, registration & user management using Jest and Enzyme with 100% test coverage
- Designed database schemas in backend to support frontend, worked with designer to give consistent feedback

### Wish

San Francisco, CA

#### Business Analytics Intern

May 2020 – Aug 2020

- Proposed merchant & product recommendations based on historical data to increase sales by 53% & impressions by 89%
- Developed presentation on market research & benefits of platform for onboarding, increased merchant turnover by 67%
- Assisted on executing branding initiative to improve trustworthiness & lower counterfeiting, increased brand sales by 32%

### Reddit

San Francisco, CA

#### Marketing Intern, User Acquisition & Growth Analytics

May 2019 – Aug 2019

- Spearheaded Reddit's first-ever user acquisition campaign on Facebook & Instagram, resulting in 67,000+ app downloads
- Created and launched 1420+ ads through Facebook Ads Manager, with 22 million impressions and 8.5 million reach
- Analyzed ad performance with SQL data analysis & Tableau dashboard visualizations on metrics such as CPC, CTR, etc.

## Technical Projects

### [we're not really strangers Web Platform](#) | Project Leader, React JS, Airtable

- Built web portal on team of 5 for users to check status of solar panel investments, and generate/pay bills from website
- Worked closely with designer to implement front-end webpages and pipelining user login data through Airtable

### [People Power Solar Cooperative](#) | Software Developer, React JS, Airtable

- Built web portal on team of 5 for users to check status of solar panel investments, and generate/pay bills from website
- Worked closely with designer to implement front-end webpages and pipelining user login data through Airtable

## Awards

**Product Space Fellow:** Chosen as 12 out of 100+ applicants, go through intensive Product Management bootcamp

**Rewriting the Code Fellow:** Awarded to women passionate about technology and leadership