

# Clara Lam

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## EDUCATION

### **Carnegie Mellon University**

*Bachelor of Science in Information Systems, Minor in Business Analytics & Optimization*

Pittsburgh, PA

Aug 2020 - May 2024

- GPA: 3.6/4.0
- Honors: Dean's List (Spring 2021)
- Relevant Coursework: Database Design & Development, Principles of Imperative Computing, Interaction Design Overview, Information Systems Milieux, Methods for Statistics & Data Science, Fundamentals of Programming & Computer Science

## WORK EXPERIENCE

### **Dahlia | INTEGRIA LLC**

New York, NY

An e-commerce business that specializes in jewelry, clothing and accessories, and home décor

*Data Analyst Intern*

May 2021 - Aug 2021

- Generated monthly sales reports, sectioned into 3 product groupings for 7000+ SKUs, used for production projection models
- Conducted Google and Amazon keyword research and devised a categorization system and wrote a training manual to finalize top 50 keywords out of thousands for each product category
- Examined Amazon customer search terms through generated reports for about 100 ad groups to pinpoint effective keywords to decrease advertising costs and boost sales
- Analyzed SKU ups and downs WOW, MOM, and YOY through sales report and evaluated reasons for sales changes, such as inventory in-stock level, paid promotions, and competition
- Designed Customer Relationship Management architecture, consolidating data, improving information retrieval by 500%
- Planned monthly social media content based on a marketing plan and key performance indicators such as increased number of followers, engagement rates, and conversion rates to adjust plans accordingly

### **Youth4AM | New York Residents Alliance**

New York, NY

A leadership development program that teaches through hands-on management of an academic preparation business

*Summer Program Director*

Jul 2019 - Aug 2021

- Directed 50 teaching assistants (TA) from 5 departments (Academic, Marketing, Career Development, Administration, IT) through created project management files
- Trained TAs proper documentation, file management, and Excel skills and developed procedures and manuals for camp and department operations, increasing team effectiveness and reducing repetitive tasks
- Developed evaluation criteria for TAs to award high-performing TAs and identify low-performing TAs to provide feedback
- Arranged graduation itineraries, coordinated speeches, and moderated 3-hour graduation where 9 elected officials attended

## RESEARCH

### **Peerdea | Human-Computer Interaction Institute**

Pittsburgh, PA

A native application, developed for research, that allows creative entrepreneurs to exchange feedback through group posts

*Research Assistant*

Oct 2021 - Present

- Collaborated with Ph.D. student, Yasmine Kotturi (advised by Dr. Chinmay Kulkarni), to improve user interface of Peerdea
- Implemented post prioritization, where older posts with low engagement are displayed to users first, taking into account factors such as type of post, number of likes and comments, and time elapsed since posted
- Researched and outlined visual accessibility guidelines for Peerdea to follow in preparation for larger-scale deployment

## LEADERSHIP

### **Asian Students Association**

Pittsburgh, PA

*Advocacy Chair*

Dec 2020 - Dec 2021

- Launched and moderated a 1.5-hour panel discussion on anti-Asian racism and solidarity with 3 professors and 50+ attendees
- Planned general meeting, teaching 30+ people about Asian media representation while incorporating entertaining activities
- Organized and executed 3 monthly discussion spaces with about 15-20 attendees each, double of previous virtual events

## SKILLS & INTERESTS

- *Programming*: Python, SQL, MongoDB, HTML, CSS, JavaScript, React Native, R, C
- *Software*: MS Word, MS Excel, MS Powerpoint, Adobe Photoshop, Figma, Canva
- *Languages*: Bilingual proficiency in spoken and written Mandarin Chinese
- *Interests*: Guzheng, Table Tennis, Calligraphy, Bullet Journaling, Watercolor painting, Singing, Skiing