

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: 3.63/4.00; Honors: Dean's List (Spring 2021)
- Relevant Coursework: Database Design & Development, Principles of Imperative Computing, Business Computing, Information Systems Mileaux, 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
- 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
- Examined Amazon customer search terms through generated reports for about 100 ad groups to pinpoint effective keywords to decrease advertising costs and boost sales
- 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
- Designed Customer Relationship Management architecture, consolidating data, improving information retrieval by 500%

Digital Marketing Intern

Jul 2020 - Nov 2020

- 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
- Created Pinterest, Instagram, and Amazon Posts content with SEO-optimized descriptions that reached thousands of users

Youth4AM | New York Residents Alliance

New York, NY

A youth 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 developed 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 2020 graduation itinerary, coordinated speeches, and moderated 3-hour graduation where 9 elected officials attended

RESEARCH

Peerdea | Human-Computer Interaction Institute

Pittsburgh, PA

Research Assistant

Oct 2021 - Present

- Collaborate with PhD Student, Yasmine Kotturi (advised by Dr. Chinmay Kulkarni), to improve user interface of Peerdea, a group-based feedback platform for small business owners
- Refine front-end codebase of Peerdea mobile application, to reflect standardized responsive web design across pages

LEADERSHIP

Asian Students Association

Pittsburgh, PA

Advocacy Chair

Dec 2020 - Present

- Launched and moderated a 1.5-hour panel discussion on anti-Asian racism and solidarity with 3 professors and 50+ attendees
- Organized and executed 3 monthly discussion spaces with about 15-20 attendees each, double of previous virtual events

American Marketing Association | CMU

Pittsburgh, PA

Social Impact Committee

Oct 2020 - May 2021

- Prototyped logo designs and formulated website development plans for a nonprofit organization, Outreach
- Advised Procopia, a consulting company, on LinkedIn profile edits to attract non-profit organization clients

SKILLS & INTERESTS

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