Caitlin Zhu

caitlin.zhu@utexas.edu • (972) 765-1778
www.linkedin.com/in/czzhu • github.com/czhu67

Education

HackReactor | December 2022
Advanced Software Engineering Immersive Program
The University of Texas at Austin | May 2022
BBA in Marketing, Certificate in Computer Science
GPA: 3.56/4.00

Technical Skills

Languages: JavaScript, HTML, CSS, SQL, NoSQL, Python, Java
Technologies: React, Express, Node.js Sass, MongoDB, MySQL, PostgreSQL, AWS, Axios, Ajax, Jest, Photoshop

Projects

Celebrate With Cait   October 2022
Wedding-planning tool to help with timelines, booking vendors, and budget tracking
- Build multiple organizational pages such as an interactive to-do list, editable sticky notes, and budget progress bar using React Hooks and SASS
- Create a MongoDB database to store user information for returning website visits in the future

Je M'appelle Martell   October 2022
E-commerce web application with four sections: overview, reviews, Q&A, and related items
- Developed a client-side shopping UI using React Hooks and Express including image carousels, a zoom view, style selector, and a checkout section for the main product
- Sent GET and POST requests to an existing RESTful API with existing product information to display
- Designed a unified aesthetic on the entire page using SASS variables and inheritance

Work Experience

Samsung Electronics America - Data Analytics Intern | Plano, TX   June 2021 - July 2021
- Built a predictive linear model in Excel based on past sales, promotions, and current events
- Generated a tablet sales report by product tiers using market share trends and competitor releases
- Compiled tablet sell-out data to forecast future weekly sales and advise manufacturing inventory

Bell Textron Inc. - Digital Marketing Intern | Fort Worth, TX   June 2020 - August 2021
- Designed a landing page for MyBell, the customer portal viewed by over 3,000 daily users
- Developed a Google Analytics dashboard to interpret customer behavior and serve their interests
- Published 25 Salesforce Knowledge articles to assist with customer inquiries

Dogness Group LLC - Management Intern | Plano, TX   June 2019 - August 2019
- Generated 5 visual presentations to pitch products to wholesale merchandisers
- Conducted market research and reported trends regarding smart and automatic pet products to report to the CEO

Leadership Experience

Undergraduate Business Council - President   May 2021 - May 2022
Representative student body that aims to enrich students' experiences in the business school
- Serve as the chief executive of 104 members, 30+ committees, and 150 events across campus
- Assist the McCombs administration in building a robust and safe return to campus after COVID-19
- Cooperate with other business organizations to promote a culture of equity and inclusion

Additional Information

Languages: Conversational in Mandarin Chinese
Work Eligibility: Eligible to work in the U.S. with no restrictions

Interests: Event Planning, Baking, DIY Projects