

# Sophia Zheng

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## EDUCATION

**University of California, Berkeley**

**Expected Graduation: May 2025**

*Bachelor of Arts in Data Science*

- Relevant Coursework: Computational Structures in Data Science, Data Structures, Macroeconomics, Microeconomics, Econometrics, Evaluation of Evidence, Arts Entrepreneurship, Introduction to Probability and Statistics

## EXPERIENCES

### RippleMatch

*Marketing Intern*

*February 2023 - June 2023*

- Selected from a pool of thousands of candidates to work closely with leaders of RippleMatch's Leadership Team.
- Leveraged various growth strategies and tools including social media, email marketing, presentations, and peer and faculty member networking to grow the user base and awareness on campus.
- Strategically assessed growth and performance metrics to improve, change and/or help design new growth strategies.

### EthiCAL Apparel

*Marketing Committee Member*

**Berkeley, CA**

*May 2023 - Present*

- Developing engaging and impactful content to boost our social media pages.
- Promote events and recruitment with graphics and marketing strategies.
- Analyze our social media performance and engagement to optimize marketing campaigns

*Internal Vice President*

*December 2022 - May 2023*

- Nurtured a welcoming environment that incorporated diversity and inclusion by planning club-wide events to ensure bonding within the club.
- Worked alongside our club's presidents to plan logistics for major events and the financial operations team to determine budgets for said events.
- Promoted a diverse and inclusive social atmosphere by hosting socials as well as preparing club-wide activities for members to interact.

*Design Committee Member*

*February 2022 - Dec 2022*

- Worked closely with a team of designers to hone skills in software such as Illustrator and Figma to handle design affairs.
- Created custom designs with high-quality mockups and personal projects to print on apparel and sell ([link](#)).
- Communicated with custom order clients to complete print-ready designs for team apparel.

### Innovative Design

*External Vice President*

**Berkeley, CA**

*June 2023 - December 2022*

- Planned and hosted an annual Designathon sponsored by the San Francisco Museum of Modern Art [SFMOMA] ([link](#))
- Collaborated with the other teams (finance, marketing, executives) to coordinate the marketing and actual event successfully (30+ attendees and 3 established guest speakers).
- Outreached to several Fortune 500 companies and welcomed 3 directors from Adobe, Google, and Netflix to join as guest speakers and judges for our Designathon.
- Coordinated with our organization's finance and marketing teams to budget and market for our annual events.

*Collaborative Designer*

*February 2022 - May 2022*

- Completed logo and asset designs for Berkeley-affiliated club clients.
- Designed personal projects to use as club-wide as well as personal marketing assets.

## PROJECTS

### Personal Website | Javascript, HTML/CSS | June 2023 - Present

- Make frequent updates to website layout and portfolio works.
- Improve on more user-friendly features like sizing for a smaller screen.

### AfterWorks | Figma, Javascript, HTML/CSS | September 2023 - Present

- Developed mock-ups to be coded for the AfterWorks event page, maintained branding features and experimented with adding animated features using Figma.

### Ants vs SomeBees | Javascript, HTML/CSS | April 2023 - May 2023

- Built on skeleton code to create the game Ants vs SomeBees (similar to Plants vs Zombies)

## SKILLS & INTERESTS

- **Languages/Tools:** Adobe Illustrator/Photoshop/Lightroom, Python, Java, Javascript, HTML/CSS, Figma, SQL, Visual Studio Code, R Studio, IntelliJ