Yechen(Gaga) Cao

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Education

University of California, Los Angeles, B.A. Statistics and Data Science   2025

Relevant Courses: Advanced Statistics (R, Python and Java), Data Mining, Text Mining, Consulting, Statistic Modeling, Machine Learning, Financial Accounting, Applied Economics, Psychology

Work Experience

Arc'teryx

Product Guide   2024-2025

   Delivered outstanding guest experiences by sharing technical product knowledge and providing tailored recommendations, consistently exceeding daily sales goals by at least 10%.
   Supported store operations, including inventory management, merchandising, and seamless processing of guest transactions, while acting as a passionate brand ambassador in-store and in the community.

UCLA Student Affair

Student Marketing and Operation Coordinator   2023-2025

   Provided comprehensive information and guidance on campus resources and student services.
   Collaborated with over 15 university departments, resulting in a 95% student satisfaction rate.
   Implemented data-driven marketing strategies by analyzing foot traffic and student engagement patterns, leading to a 20% increase in student awareness of the newly opened service center.

Downtown Dolls

Modelling agent & Event planning   2023

   Streamlined model recruitment by managing and analyzing over 200+ model profiles.
   Managed social media platforms, utilizing data analysis to inform content creation, copywriting strategies, and user feedback analysis, resulting in 15% increase in engagement and brand visibility.
   Spearheaded the planning and execution of local events for over 500 attendees.

Bloomage BioTechnology Corporation Limited

Brand Marketing Intern   2022

   Coordinated and executed large-scale events, captivating an audience of over 2000 attendees.
   Focusing on brand naming and product testing, driving a new brand to the market.

MSC Consulting

Brand Marketing Intern   2022

   Coordinated and executed over 15 events, both in-person and virtual, including the technical setup and coordination of the company's virtual meeting platforms.
   Helped with finalizing comprehensive reports for ESG campaigns, working with high-profile clients such as Nike, Adidas.

Project Experience

Hollywood & Media Based Strategies To Combat Hatred and Stereotypes

Research Assistant   2024-2025

Collected and analyzed data on the relationship between Hollywood celebrities and political outcomes, building statistical models to identify correlations and trends.
Led research on the association between LGBTQ representation in films and social attitudes in Asia, constructing analytical models to explore the impact of media portrayal on societal views.

YouTube Analysis   November 2024

Led the development and analysis of logistic regression models to predict the probability of above-average likes, identifying key predictors such as shares, new subscribers, and watch time.
Uncovered insights on interaction effects between shares and new subscribers, improving understanding of engagement patterns.

Amazon Order Regression   August 2024

Directed the creation and refinement of over 10 predictive models to analyze order patterns, utilizing advanced regression techniques to improve demand forecasting accuracy.
Delivered actionable insights to optimize Amazon's order process, enhancing predictive accuracy and operational efficiency.

MISCELLANEOUS

Skills

Communication, Customer Service, Proficient in Event Organization and Management, Marketing, Canva, Program Management
Programming: Python, HTML, R/R Studio, Latex, Microsoft, Machine Learning, Statistical Modeling, Statistical Analysis, Marketing Analysis

Social Media platforms: Instagram, Facebook, Photography, Digital Content Creation

Languages

Chinese(Bilingual) English(Bilingual)