YECHEN (GAGA) CAO

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EDUCATION

B.Sc. in Statistics and Data Science

University of California, San Diego - University of California, Los Angeles

📅 Sept 2020 – June 2025

GPA 4.0/ 4.0
Advanced Statistics, Advanced Economics, Financial Accounting, Business, Psychology

EXPERIENCE

Marketing and Operation Coordinator

UCLA Student Affair

📅 Oct 2023 – Ongoing   📍 Los Angeles

- 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.

Modelling agent & Event planning Intern

Downtown Dolls

📅 Apr 2023 – Jun 2023   📍 San Diego

- Streamlined model recruitment by managing and analyzing over 200+ model profiles to optimize the selection process.
- 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.

Brand Marketing Intern

Bloomage BioTechnology Corporation Limited

📅 Jun 2022 – Sep 2022   📍 Hangzhou, China

- Coordinated and executed large-scale events, captivating an audience of over 2000 attendees.
- Played a key role in brand development, focusing on brand naming and product testing, driving a new brand to the market.

Marketing Intern

MSC Consulting

📅 Jan 2022 – Jun 2022   📍 Hangzhou, China

- 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.

SKILLS

Hard-working | patience | Eye for detail | Time Management | Cooperation | Negotiation | Motivator & Leader | Reliability | Critical Thinking

R & R-studio | Python | Matlab | SQL | Latex | Microsoft | Machine Learning | Statistical Modeling | Statistical Analysis | Marketing Analysis | communication | Marketing | Canva | Event Planning | Customer Service | Program management

LANGUAGES

English ●●●●◐

Chinese ●●●●●

Spanish ●●○○○

PROJECTS

Hollywood & Media Based Strategies To Combat Hatred and Stereotypes

Ucla Theater Film and Television

📅 Aug 2024 - ongoing   📍 Los Angeles

- 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.

Amazon Order Regression

UCLA Statistics and Data Science

📅 Jun 2024 - Aug 2024   📍 Los Angeles

Directed the development and refinement of over 20 predictive models, utilizing advanced regression techniques to analyze order patterns and improve forecasting accuracy.