

HELEN PANG

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GitHub: <https://github.com/helenlpang>

Personal Website: <https://helenlpang.github.io/>

EDUCATION

Harvard University BA in Statistics, Honors. Secondary in Economics. Citation in Korean Language.	May 2023
Harvard Business School Online CRe Credential of Business: Financial Accounting, Economics for Managers, Business Analytics	2020
Oracle Certification: Java SE 8 Programmer (Exam 1Z0-808)	Sept. 2018

TECH & LEADERSHIP EXPERIENCE

YouTube <i>Associate Product Manager Intern – YouTube Shorts Ads Formats</i>	Mountain View, CA June 2022 – Aug. 2022
<ul style="list-style-type: none">Aligned Eng/UX/PM stakeholders to launch new ad formats on Shorts that are more immersive, performant, and engagingUnlocked \$300M ARR revenue for Shorts by pushing an innovative format through Eng/UX reviews, enabling new ad demandSynthesized user research, advertiser goals, and YouTube Shorts Ads OKRs to lay out guiding principles and a 1-year roadmap	
Amazon <i>Software Developer Engineer Intern – Amazon Advertising</i>	New York, NY Aug. 2021 – Nov. 2021
<ul style="list-style-type: none">Built and deployed corrections portal for advertising managers to edit current brand classifications by the Orpheus Brand APICoded APIs to merge brand classifications with existing corrections and add data to the DynamoDB Corrections database	
Google <i>STEP Intern – TypeScript / JavaScript Team</i>	Sunnyvale, CA June 2021 – Aug. 2021
<ul style="list-style-type: none">Implemented complete support for the 2022 ECMAScript public class fields feature for the JavaScript CompilerExecuted parsing/printing, support in the checks and optimizations, and transpilation of public class fields	
Harvard Business School <i>Data Research Assistant</i>	Cambridge, MA Feb. 2022 - present
<ul style="list-style-type: none">Researched into optimal design for open innovation challenges run by NASA at the Laboratory for Innovation Science at HarvardPerform natural language processing, sequencing analysis, and data visualization to analyze the effectiveness of crowdsourcing	
Zesti (Tech Startup) <i>Co-founder</i>	Cambridge, MA Jan. 2021 – Jan. 2022
<ul style="list-style-type: none">Spearhead product design, lead UI/UX studies, and raised \$1000+ funding for Zesti, a dating app startup launching Fall 2022Secured 2+ business partnerships with local restaurants where users can redeem discounts after matching on the app	
Harvard Association for US-China Relations <i>Conference Director</i>	Cambridge, MA Sept. 2019 – Dec. 2020
<ul style="list-style-type: none">Directed logistics for 1400 attendees of HSYLC, the largest student-run educational conference in China, amidst the COVID crisisDeveloped conference curriculum to train and educate the future leaders of the US and China	

ENTERTAINMENT EXPERIENCE

Seoul Broadcasting Station <i>Global Content Business Team Intern</i>	Seoul, South Korea Feb. 2021 – June 2021
<ul style="list-style-type: none">Devised pitching strategy and developed relationships with American executives for co-productions of SBS' unscripted formatsMapped out competitive landscape and generated contacts for SBS' entry to the Korean pop concert industry in America	
Janet Yang Productions <i>Film + TV Development Intern</i>	Los Angeles, CA Sept. 2021 – Dec. 2021
<ul style="list-style-type: none">Provide in-depth coverage, notes, and creative feedback of incoming material of scripted and unscripted film and TV projectsEvaluate potential talent, screenwriters, directors, and IP in film, television, and short form content, with an AAPI focus	

SKILLS & ACCOLADES

Technical: Java (Oracle Certified), Python, C, SQL, R, JavaScript, React, Git, HTML/CSS

Olympiads: USA Computing Olympiad Silver, American Invitational Mathematics Exam (AIME) Qualifier, MIT Math Prize for Girls

Scholarships: US Presidential Scholar Semifinalist, Coca-Cola Scholar Semifinalist, National Merit Finalist (ACT: 36)