

Alyssa Yam

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EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES

Los Angeles, CA

Bachelor of Arts Candidate, Business Economics/Cognitive Science with Specialization in Computing

Expected June 2024

- *Relevant Coursework:* Single Variable Calculus
- *Programs:* BruinLabs, product and business development program, created a podcast project

North Gwinnett High School

Suwanee, GA

Graduated 2020

- **Cumulative GPA:** 4.0/4.0
- **Awards:** Georgia Certificate of Merit, Georgia Nominee for Future Problem Solving International Competition, 2018
- Suwanee Youth Leader, AP Scholar with Distinction, NG Academic Excellence Letter, NG Interact 1st place T-Shirt Design
- **Activities & Societies:** National, Spanish, Math Honor Societies, Bulldog Ambassadors, UNICEF, Cambodia Tutor, Bullet Journaling Blog

EXPERIENCE

Diversability, social enterprise

San Francisco, CA (Remote)

Design Associate

July 2020 – Present

- Led a team and consulted with CEO in designing award graphics for the 2020 D-30 project, highlighting the Disability Impact List Honorees which reached over 1000 people internationally
- Designed and promoted Social Media Guides such as the ablesim guide on Instagram that performed better than 95% of the posts on Instagram, increased Facebook page reach by 576% and engagement by 294%, and improved Instagram followers to 15.7k followers
- Established new collaboration from census designs with companies like Senior and Disability Action where designs received a 10k grant and were featured on newsletters like the San Francisco's El Tecolote, reaching 2000+ people on Facebook
- Part of Diversability's Facebook Accelerator team, enabling Diversability to create more inclusive digital content and attend community accelerator meetings covering ad and outreach strategies

Attire Media, sustainable fashion news and media

(Remote)

Analytics Intern

Aug 2020 – Present

- Present monthly analytics recap to the team about Facebook, Instagram, and Mailchimp, making suggestions to what content to post by analyzing previous posts that had the most likes, reach, and impressions
- Design content ideas that saw +120% accounts reached and +33.3% content interactions
- Researched SEO strategies on how to improve bounce rate, increase website conversions, and boost story views

Mathnasium, math tutoring center for grades K-12

Norcross, GA

Instructor

June 2018 – June 2020

- Worked 13 hours a week in addition to attending school, teaching kids from K-12 on mathematical concepts covering calculus to computation using the Mathnasium method, winning Certificate for Consistency in Performance 2019
- Recognized as Employee of the Month September 2019 and May 2020 for gaining positive reviews and likes from many students

EXTRACURRICULAR ACTIVITIES

Feynd Out Princeton Newsletter, Designer

May 2020 – Oct 2020

- Designed visually appealing, digestible infographics based on science news articles and condensed the information
- Participated in weekly meetings on Instagram branding and gained experience in Canva and Adobe Suite

Future Problem Solving, Co-Founder, Vice President

Aug 2016 – May 2020

- Led state competition training workshops by leading teams of 4 and creating PowerPoint presentations, presenting training packets, and studying concepts related to the 6-step process
- Won State Bowl Georgia Global Issues Team Action Plan 3rd Place 2019 and 2020, 4th Place Team Presentation 2019, 2nd place for Problem Solving Team Senior Division 2020

Interact, Public Relations Officer

June 2018 – May 2020

- Tracked meeting notes and cross collaboration projects with other Interact organizations and volunteer organizations like UNICEF within the area
- Organized volunteer events such as shoe drives and water filter workshops attended by 30+ students by building the presentation and marketing on school campus through morning announcements and flyers

ADDITIONAL

- **Skills:** Google Suite (Docs, Slides, Sheets), Google Analytics Certification (Audience overview, Site Performance, Content Analysis Dashboards), Canva, Procreate, Superimpose, Lightroom (Graphic Design & Illustration)
- **Interests:** Bullet journaling, Sketching, Painting, Karaoke, Sustainable Fashion, Travelling Abroad, Dancing