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## EDUCATION

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University of California, Berkeley | Haas School of Business | May 2020

Cumulative GPA: 3.7

**B.A. Data Science, B.S. Business Administration**

SAT I: 2350 (CR: 750 M: 800 W: 800)

**Courses:** Data Structures, Computational Structures in Data Science, Linear Algebra, Business Communication, Marketing

**Awards:** Cal Alumni Association Leadership Award, Danaher Scholarship Award, Abbott Finance Case Competition - 1<sup>st</sup> Place

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## PROFESSIONAL EXPERIENCE

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**Deloitte | Strategy & Operations**

San Francisco, CA

*Summer Scholar Consultant for \$15.45B Fortune 500 Online Payments Company*

June 2019 – Aug 2019

- Improved the Agile project management process for ServiceNow IT service management platform by defining platform requirements, leading technical development, and communicating cross-functionally; achieved savings of 25% team effort
- Drove biweekly platform releases by facilitating sprint planning, daily scrum meetings, weekly status reports, retrospectives
- Identified user needs and improved web user experience by designing 20+ visual mock-ups and iterating from user testing
- Established shared vision across stakeholders for performance tracking and defined metrics to capture business insights

**Cisco | Worldwide Sales, Strategy, & Operations**

San Jose, CA

*Project Management Intern*

May 2018 – Aug 2018

- Created a machine learning model using Python to forecast product sales for 3 countries and inform business planning
- Managed ~100 customer accounts and grew customer base through cold calling and collaborating with sales interns
- Guided investment decisions by creating company fact sheets using research on company financials, news, and IoT efforts
- Ideated, developed, and delivered a sales presentation on emerging technologies to 40 global, prospective customers

**Veritas Technologies LLC | Global Demand Center**

Mountain View, CA

*Business Analyst Intern*

May 2017 – Aug 2017

- Built and analyzed 25+ Salesforce dashboards and reports to monitor key marketing metrics and performance indicators
- Generated insights on lead profiles and marketing's pipeline contributions to guide decisions of the CMO and VP of Sales
- Evaluated the performance of 10 global channel marketing campaigns using Excel pivot tables, engagement metrics, and pipeline generation data; identified top partners per region and best campaign practices to influence future pilot campaigns
- Curated 8 global social media feeds to create campaigns for partners to leverage, which increased partner engagement 19%

**The Berkeley Group | Management Consulting for the Social Sector**

Berkeley, CA

*Project Leader for Community Works | Nonprofit Community Center*

Sept 2018 – Dec 2018

- Led a team of five consultants in designing product launch strategies for 3 assets to improve client's competitive position
- Defined product positionings, marketing messages, sales and pricing strategies by conducting research and market analysis

*Senior Consultant for Berkeley Adult School | Public Adult School*

Feb 2018 – May 2018

- Planned the roadmap and approach for increasing student enrollment; defined scope, deliverables, and timeline for project
- Mentored four consultants and provided guidance on conducting market research, analyzing data, and creating deliverables

*Strategy Consultant for Replate | Food Recovery Nonprofit*

Sept 2017 – Dec 2017

- Designed a comprehensive survey to quantitatively assess customer activities and satisfaction ratings; identified trends, areas for improvement, and qualitative characteristics of top customer profiles to optimize customer acquisition strategies
- Constructed a communications strategy to facilitate improved customer onboarding and relationship management after benchmarking communication strategies of 9 similar organizations using primary interviews and secondary research

**Collavate, Inc. | Enterprise Content Management**

San Jose, CA

*Growth Marketing Associate*

Mar 2017 – May 2017

- Leveraged Google Analytics data on acquisition trends and user behaviors to identify areas of marketing opportunity
- Corresponded with 200+ journalists and investors in persuasive direct mail campaigns to secure funds and press coverage
- Authored and published 3 thought-leadership articles and 160+ social media posts to generate leads and build awareness

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## LEADERSHIP ACTIVITIES

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**Conferences:** PwC Women's Consulting Experience 2018, Deloitte Amplify 2017, Deutsche Bank Rise into Success 2017

**Organizations:** Beta Alpha Psi - International Honors Business Fraternity, Sigma Omicron Pi - Asian American Interest Sorority

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## SKILLS & INTERESTS

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**Skills:** Python, Java, R, SAP Predictive Analytics, SQL, Salesforce, ServiceNow, Tableau, Excel, Adobe Illustrator, Chinese

**Interests:** Writing Yelp Reviews, Thrift Shopping, Taiwanese Hot Pot, *The Bachelorette*, Trader Joe's, Electronic Dance Music