

EDUCATION:

University of Southern California, Marshall School of Business

Los Angeles, CA

Bachelor of Science Business Administration (Analytics Emphasis) – STEM Designated, Minor in AI Applications May 2027

Honors: Dean's List Scholar, Ralph O. & Penelope Wilcox Endowed Scholar in Business, InsprASIAN State Scholar **GPA 4.0**

Relevant Coursework: Advanced Operations Management and Analytics, Statistics and Data Science for Business, Business Finance, Financial Accounting, Marketing, Applied Python, Fundamentals of Artificial Intelligence

WORK EXPERIENCE:

Product Strategy Intern — *Jingo Technologies*

(Apr 2025 - Aug 2025)

- Conducted market and consumer insights research, A/B testing, and competitive analysis to optimize product search and content discovery journey on AI-powered e-commerce platform.
- Collaborated cross-functionally with Engineering to design Figma UI/UX prototypes for AI-powered chat features, driving 10% higher average product engagement and enhanced recommendation personalization.
- Applied R to build financial projections on category sales and prioritized roadmap decisions using user adoption metrics.

LEADERSHIP:

Digital Strategist — *Trojan Marketing Group*

(Aug 2025 - Present)

- Executed cross-functional, story-driven marketing campaign designed to resonate with target audience for Gen Z dating app Duet.
- Applied market insights and segmentation to optimize brand positioning and engagement strategies, increasing social media followers by 30% and daily app downloads by 10%; drive brand relevancy via campaign on app's AI face verification system.

Lead of Operations — *HackSC*

(Jan 2025 - Present)

- Coordinate with sponsors and stakeholders to secure \$500+ funding for F25 Hackathon; spearhead logistics and budgeting. Cold outreach and successful host professional speakers from large tech companies and startups (TikTok, Riot Games, beehiiv) for annual Hackathon hosted at venues with 100+ attendees.
- Improve operational efficiency by reducing Hack Night attendee check-in times by 20% via integration of new registration platform.

Director of Marketing — *Marshall Undergraduate Student Government*

(Jan 2025 - Present)

- Lead 8-member marketing team in content allocation and execution to ensure timely and cohesive delivery of digital marketing assets boosting visibility and engagement across Instagram (4000+ followers) and Marshall weekly newsletter (6000+ students).
- Develop segmentation and positioning strategies to maximize digital campaign reach and engagement among student audience.

Acorns Investments Campus Ambassador — *Acorns*

(Jan 2025 - Present)

- Directed financial education campaigns and SEO-driven digital content to drive a 15% increase in app signups and enhancement of student financial wellness skills; design and film short-form content (7000+ views) for Acorn's campus marketing campaigns.
- Execute customer acquisition strategy and achieve 100+ monthly platform registrations via crosschannel marketing tactics.

PROJECTS:

Data Consultant — *Nour*

(Apr 2025)

- Strategized Winter 2025 new product launch and wholesale expansion plans for Los Angeles-based CPG startup; built sales models, conducted hypothesis testing, and computed confidence intervals translating into data-driven launch and scaling strategy.
- Applied R, Python, and SQL to analyze customer transaction data (2000+ observations) and search behaviors informing growth strategy and quarterly go-to-market plan targeting key geographic segments with projected 30% increase in average units/order.
- Collaborated with founder to define marketing and operations strategy requirements for product launch to improve financial viability.

Project Assistant — *Marshall Actions Career Services, Marshall Business Student Community*

(Sept 2024 - Dec 2024)

- Synthesize data insights from primary and secondary research for consulting initiative with Undergraduate Career Services to improve student service engagement strategy; delegate research/data collection within a 4-member analyst team.
- Co-developed recurring International Student Recruitment Workshop with faculty achieving an 87% attendee satisfaction rating.

SKILLS:

Languages: R, Python (Pandas, Matplotlib, NumPy, SKlearn), SQL, HTML, CSS

Tools: Github, PyCharm, Tableau, PowerBI, Alteryx, Excel, HubSpot, Figma, Adobe, WordPress, Microsoft Suite, Google Workspace

Skills: Data Wrangling, Visualization, Hypothesis Testing, Product Strategy, AI Tools/Prompting, Market/User Research, Competitive Analysis, UI/UX Prototyping, SEO, A/B testing, Financial modeling, Digital Marketing, Financial Planning, Project Management, Presentation Development, Strategic Partnerships, Customer Relationship Management, CMS, Stakeholder Communication