

Ji Yeon “Jenna” Woo

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Data analytics professional with 3 years of work experience specializing in data storytelling, visualization, and insights to drive policy and business decisions.

EDUCATION

University of California, Davis **San Francisco, CA**
Master of Science, Business Analytics Aug. 2024 - Aug. 2025
Highlighted Coursework: Data Management, Advanced Statistics, Big Data, Machine Learning, Information Insights

University of California, Berkeley **Berkeley, CA**
Bachelor of Arts, Data Science (Business and Industrial Analytics emphasis) Aug. 2018 - Dec. 2021
Highlighted Coursework: Principles of Data Science, Business Analytics, Probability for Data Science, Advanced R

Licenses and Certifications: Google Data Analytics Certificate

Technologies: Python, SQL, R, HTML, CSS, Google Looker Studio

Languages: Native fluency - English, Korean. Elementary proficiency - Mandarin Chinese

PROFESSIONAL EXPERIENCE

Arctos Consortium **San Francisco, CA**
Analytical Consultant, Practicum Project Aug. 2024 - June 2025
As part of the UC Davis MSBA, enhanced data accessibility for the Arctos Consortium for both curatorial users and external users by creating data visualizations and assistive AI tools for queries thereby increasing engagement.

- Developed a Tableau dashboard to visualize a comprehensive overview of the Arctos Consortium data's system statistics, increasing data accessibility and understanding of the overall management system.
- Built a prototype chatbot powered by ChatGPT to translate natural language queries into structured database searches. Implemented robust error-handling mechanisms including fallback logic and logging failed queries.

UC Berkeley College of Data Science and Society **Berkeley, CA**
Project Policy Analyst July 2022 – June 2025
Program Management and Data Storytelling to enhance student retention and engagement at UC Berkeley.

- Developed interactive dashboards in Google Looker Studio to analyze data from 10,000+ students, identifying key trends to inform policies for improvements in student retention and satisfaction.
- Overhauled the Data Science Discovery Program using data-driven engagement strategies, increasing participation and satisfaction by 50% among 1,000+ students and 500+ external partners while managing 40+ student staff.
- Built KPI dashboards to monitor student progress and guide policy decisions for the Data Scholars program, improving support for 120+ underrepresented students in data science.
- Implemented data-driven policies, including a student matching system, to enhance collaboration and student retention. Delivered quarterly data reports with visualizations to inform faculty and leadership of student trends.
- Received the SPOT Award for two consecutive years in recognition of noteworthy contributions and major achievements in student analytics, program management, and data storytelling.

Qrono Inc. **Remote**
Engineering Intern June 2021 – Aug. 2021
Full stack development at a startup specializing in a booking API for events and spaces.

- Improved customer satisfaction rates by 15% by building features for the landing page and admin dashboard using HTML, CSS, and Django.
- Aggregated customer feedback and provided key inputs to enhance website use and monitoring.

EthiCAL Apparel **Berkeley, CA**
Webmaster, Marketing Associate Aug. 2019 - May 2020
Web and marketing analytics at a social enterprise focused on sustainable apparel.

- Doubled social media engagement and diversified customer base by promoting sales and analyzing Facebook, Instagram, and Mailchimp data for outreach and branding.
- Designed and updated website using HTML and CSS on WordPress and Big Cartel, increasing web traffic by 15%.

PROJECTS

The Daily Californian **Berkeley, CA**
Project Developer Sept. 2020 - May 2021

- Developed a data-driven analytical project including data visualizations on the impact of remote learning on student well-being and performance.