Jojo Chen

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Education

University of California, Berkeley

Majors: Business Administration, Computer Science
Anticipated Graduation: May 2023
- Relevant Coursework:
- UGBA10: Principles of Business,
  CS61A/B-The Structure and Interpretation of Computer Programs, Data Structures,
  EE16A-Designing Information Devices and Systems I.

Experience

PRxDigital Inc.

Business Operations and Marketing Intern (May-September 2019)
- Created a youth mental health campaign that reached over 20,000 high school students in Santa Clara County by launching speaker events, social media campaigns, and community initiatives; worked closely with Momentum for Mental Health and Kaiser Permanente, developed and presented proposals to respective executives.
- Quadripled engagement on social media campaign and improved analytics tracking through Google Ads, Google Analytics, and SEO.
- Conducted extensive market research through focus groups for the development of a mobile game.

Activities + Projects

Cal Hacks 7.0

Director (January 2020-present)
- Help organize the largest collegiate hackathon for over 2,000 students.
- Design marketing materials; fundraise through acquiring sponsors.

The Okay Group

Co-Founder (June 2016-August 2019)
- Raised over $2,000 to support girls in education through tabling at craft fairs, drawing caricatures at community events, and working on art commissions.
- Lead 14 members during meetings and coordinated logistics for all events.

Ineffable Muse

Founder (June 2016-August 2019)
- Sold Jewelry to over 20 countries through the online jewelry boutique; worked closely with manufacturers to produce designs; ran store on multiple platforms such as Etsy, Shopify, and WordPress.
- Developed an online presence and marketing campaign by working with influencers on Instagram.

WearAmI

Co-Founder (June-August 2017)
- Created MVP of a GPS wristband using Arduino aimed at making "Day-cations" safer for families.
- Conducted surveys and focus groups with over 30 parents and 70 amusement parks
- Presented to executives at Edaville Family Theme Park for Beta testing partnership.

Skills

- Python
- Java
- HTML/CSS
- Figma
- Photoshop
- Final Cut Pro
- Google Analytics
- Microsoft Office