

Joy Zhang

San Francisco Bay Area | joy.xyz@berkeley.edu | 601-212-7247 | [in/joyzhangxyz](#) | [Portfolio](#)

University of California, Berkeley

B.S. Industrial Engineering and Operations Research, B.A. Data Science; GPA: 3.617/4.0

Expected Graduation: May 2026

Relevant Coursework: Principles & Techniques of Data Science, Linear Programming/Network Flows, Probability and Risk Analysis for Business, Quality Control/Forecasting, Corporate Finance & Economics, Introduction to Stochastic Processes, Nonlinear/Discrete Optimization, Simulation and System Modeling, Data Structures and Algorithms

Projects:

Predicting Housing Prices: Conducted housing price prediction analysis for 500,000+ records in Cook County, CA, utilizing feature engineering, multiple regression, and cross-validation, achieving 35% accuracy improvement

Fake vs Real News: Implemented MLP classification and Logistic Regression to predict fake versus real news, increasing test accuracy by 44% compared to baseline models

Asset Price Prediction: Developed a predictive model using OLS, Ridge, and Nadaraya-Watson kernel regression, reducing prediction error by 20% and improving portfolio performance by 43%

Technical Skills: Python (Intermediate), CRM Platforms (Advanced), Excel (Advanced), Tableau (Intermediate), Java (Intermediate), MATLAB (Basic), UI/UX Design, Figma, Prototyping, User Modeling, Consulting, Project Management

Experiences:

BIG SUN Group | *Project Manager*

Aug 2024 - Present

- Conducted research on emerging data center construction technologies, recommending solutions projected to reduce operational costs by 15%
- Analyzed geographic and environmental factors to identify optimal locations for data centers and manufacturing sites, maximizing operational efficiency and sustainability
- Provided in-depth analysis on grant processes and funding opportunities, developing strategies to reduce upfront investment costs by up to 20%

Honeywell | *Channel Operations Intern*

May 2024 - Aug 2024

- Optimized official guideline documentation for Gamewell-FCI and Notifier accounts, reducing information inaccuracies by 96% in Market Development Funds budget, tier rank, and contact databases
- Automated Salesforce contact report retrieval and updates using Python, implementing data manipulation libraries for efficient cleaning and preparation, resulting in 46% time savings
- Streamlined client data distribution process by developing an Excel-based system, improving report delivery efficiency by 85%

Ridge Ventures | *CRM Data Intern*

Dec 2023 - Aug 2024

- Leveraged Salesforce, Affinity, and PitchBook to track and update Seed and Series A companies, doubling productivity and evaluation volume
- Transformed 1,000+ PitchBook databases into Excel-based VC portfolio analyses, enhancing data visualization and insights for founder meetings by 60%
- Implemented data-driven decision-making processes, resulting in a 20% increase in successful investments

Baidu USA | *Project Manager*

Jan 2024 - May 2024

- Led a cross-functional consultant team in implementing cutting-edge generative AI technologies, resulting in a 55% improvement in user engagement and an 80% increase in retention rates
- Developed data-driven marketing strategies targeting Gen-Z audiences, increasing brand visibility/boosting new user acquisition by 35%

Global Grid 4 Learning | *Senior Consultant*

Aug 2023 - Dec 2023

- Analyzed key VC metrics for EdTech companies, identifying 5 key focus areas that increased vendor/VC attraction by 150%
- Conducted competitive analysis to optimize GG4L's data privacy system and UI/UX, resulting in a 90% improvement in user satisfaction

UC Berkeley Institute of Industrial and Systems Engineers | *Director of Corporate and Alumni Relations*

Aug 2023 - Aug 2024

- Established partnerships with 10+ F500 companies, organizing recruitment events and industry tours for 100+ members
- Launched Alumni and Intern Mentorship programs, facilitating 40 mentor-mentee pairings and improving member career outcomes by 90%
- Redesigned event marketing materials using Figma and Canva, doubling public outreach and increasing event attendance diversity by 150%

Awards: Valedictorian, PWC Case Challenge Finalist, Ascend x Omnii Case Competition Finalist, High Honor Roll, Sigma Math Competition Honor Award, Kids Artistic Revue 1st Place (Solo), KAR Elite 1st Place and All-Stars (Group)

Interests: Dance, Photography, Doodling, Traveling, Stock Trading, Fitness, Video Editing, Fashion Design, Womp, Boba Making