

KIMBERLY CUI

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EDUCATION

University of California, Los Angeles (UCLA), Los Angeles, CA

Expected Jun 2027

B.S. Statistics/Data Science Engineering | Case Competitions: (Finalist) Altman Solon 2025, Boston Consulting Group 2025

Courses: Data Structures & Algorithms, Data Analysis & Regression, Probability, Linear Algebra, Multivariable Calculus, Statistical Models & Data Mining, Linear Models, Machine Learning, Statistical Consulting, Mathematical Statistics.

PROFESSIONAL EXPERIENCE

Coinbase | *Sales, Trading & Prime Intern*

Summer 2025

- Engineered a data dashboard unifying fragmented staking data for 13 tokens and 2,000+ validators, streamlining Sales coverage and surfacing \$154B+ in missed annual revenue that directly informed validator migration decisions.
- Optimized 10k+ rows of Prime staking data with scalable SQL pipelines and visualizations, pinpointing high-value product gaps and designing a scalable institutional client coverage model to restructure account management.
- Authored 10-page proposal with Product, Research, and Data teams, codifying methods and findings to drive adoption of a scaled service model that optimizes coverage of high-value institutional clients.

AmpUp | *Research Analyst*

Oct 2024 – Jun 2025

- Developed a CO₂ emissions savings calculator using Tableau and real-time industry data, integrated into 10+ case studies and sales pitches to illustrate potential emissions reductions and strengthen AmpUp's environmental values.
- Conducted competitive research across 7 software and 10+ hardware providers, producing 8 strategic battle cards, a market positioning matrix, and quarterly tracking framework adopted by leadership to inform sales/product strategy.

One Fresh Cookie Co. | *Business Development & Data Analytics Intern*

Jun 2024 – Sep 2024

- Increased monthly sales revenue by 23% and social media engagement by 166% through 9 promotional campaigns, managing a \$10k budget and partnering with major LA organizations (e.g. Rare Beauty, UCLA Media, Frauth).
- Analyzed 20k rows of Meta Business Suite engagement data to identify best-selling products and optimal pricing, developing 6 data visualizations in R focused on location, sales by product, purchase frequency, overall sales.
- Increased website usage by 89% by developing a secure, encrypted-payment business site with Shopify/HTML.

The Bruin Group Consulting Club | *Project Manager, Associate Consultant*

Sep 2024 – Present

- Executed consulting projects for startups (in EdTech, PC e-commerce), analyzing 500+ students' data and behavior to identify product pain points, optimize pricing strategies and UX, and directly advise client growth plans.
- Completed an 8-week consulting training program, developing expertise in strategic problem-solving, corporate strategy, and case interview techniques using Excel and Tableau. Chosen as 1 of 12 from 350 applicants.

Daily Bruin | *Data Journalism Intern*

Sep 2023 – Jun 2024

- Modeled athletic finance data at UCLA using Python, Jekyll, and the Equity in Athletic Data Analysis dataset, comparing win rate, gender, and popularity metrics; conducted interviews with students and staff to gather insights.

ACTIVITIES

UCLA Data Science Union | *Data Analyst*

Sep 2024 – Present

- Developed a full-stack tool for personalized LA café recommendations, utilizing Yelp API data scraping, sentiment analysis, and pricing optimization to match user preferences for matcha quality, ambiance, and convenience.
- Undertook intensive data science curriculum on machine learning, data cleaning, etc. using Python libraries (pandas).

Bain & Company | *CREW Fellow*

Feb 2025

- Selected for Bain & Company's CREW Fellowship (< 1% acceptance), participating in a 1.5-day immersive program providing guided mentorship, case/interview training, and early exposure to consulting in the San Francisco office.

Bruin Women in Business | *Strategy Consultant*

Feb 2024 – Jun 2024

- Led go-to-market pivot for cookie brand, shifting from pop-ups to scalable catering to drive efficiency/B2B growth.
- Proposed 14 Gen Z-targeted flavors, secured 2 major B2B partnerships, and delivered a 60-page strategy report.

ADDITIONAL

Skills: Programming (R, Python, SQL, C++), Data (Excel, Data Visualization, Data Collection), Design (Adobe InDesign).

Involvements: Adobe Ambassador, Perplexity Ambassador, UCLA MBA School, BCG Advance, Model United Nations.

Interests: Cafe Hopping, Rom-coms, Sushi, Formula 1, Doubles Tennis, Beli, Matcha, Traveling on a busy schedule.