

# Kristine Pau

## Work Experience

### **Eatn (order ahead app startup) - San Francisco, CA**

#### ***Media & Business Development Assistant***

Mar 2019 - Dec 2019

- Reached out to restaurants in Chinatown SF to expand the businesses using our app, speaking directly to owners in Chinese to help them understand the benefits of using our app
- Worked with the director of sales to implement new approaches and ways to negotiate with business owners and managers
- Produced content that would help people understand the perks and convenience of using the app

### **Full Plate Consulting - Bay Area, CA**

#### ***Intern***

May 2019 - Oct 2019

- Conducted research projects for various clients in the Bay Area
- Helped restaurants and bars (Finn Town) in the SF neighborhood with managing and organizing their social media
- Managed miscellaneous tasks like uploading menus on Single Platform, created an influencers list

### **KQED - San Francisco, CA**

#### ***Audience Intelligence Intern***

Jan 2019 - May 2019

- Conducted audience research to understand the habits of our members and how to make their experience better
- Mined datasets for insights using Google Analytics and constructed monthly reports to show the team
- Analyzed which articles performed better or worse based on bounce rate, page views, etc. and tried to understand why that is

## Skills

### **Design:**

Adobe Illustrator, Adobe Photoshop, MS Office, Lightroom, Figma

### **Collaboration:**

Communicative, Detail-Oriented, Self-Starter, Team Player

### **Marketing:**

Public Speaking, Social Media Marketing, Digital Media, Content Creation

### **Tech:**

Python, SQL, Pandas, JavaScript, R

### **Languages:**

English, Chinese, Cantonese

## Education

### **University of California, Berkeley (2017 - 2021)**

B.A. Economics & Data Science

### **Relevant coursework:**

Analytic Decision Modeling  
Using Spreadsheets, Corporate Finance, Econometrics, International Trade, Marketing, Marketing Analytics, Principles & Techniques of Data Science, Structure & Interpretation of Computer Programming

**Lowell High School (2013 - 2017) GPA: 4.2**

