

Lay Len Ching

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EDUCATION

CARNEGIE MELLON UNIVERSITY

Pittsburgh, PA

Bachelor of Science in Behavioral Economics

Bachelor of Arts in Philosophy

Expected May 2025

WORK EXPERIENCE

NEXTGEN AMERICA

New York, NY

Field Organizer

Aug 2024 – Present

- Lead in-person voter and community engagement efforts on campus and NextGen-sponsored events, fostering strong community ties and achieving target voter registration goals through strategic grassroots voter contact, contributing to increased civic engagement.
- Cultivate relationships and partnerships with local community and student groups, strengthening the network of civic-minded organizations.

UNITEDHEALTH GROUP

Pittsburgh, PA

Analytics Intern

Jun 2024 – Jul 2024

- Analyzed catalysts driving mental health crisis in US through statistical learning models, applying regression analysis to county-level health data, contributing to policy planning for more effective and efficient healthcare.
- Executed data wrangling to ensure accuracy and reliability, validating data accuracy and relevance to project objectives.
- Achieved proficiency in essential data science techniques, including foundational data engineering and statistical modeling, leading to tangible insights and solutions in healthcare challenges.

GOVIFY

New York, NY

Founders' Associate

Jan 2024 – May 2024

- Orchestrated strategic user acquisition plan, surpassing target of 1000 users by leveraging outreach to over 50 universities.
- Established and managed Govify's Instagram account, producing engaging content on weekly basis to cultivate brand presence and drive user engagement.
- Initiated and maintained comprehensive contact list to facilitate outreach efforts and establish connections with potential stakeholders, partners, and funding sources, leveraging customer search techniques to identify key individuals for targeted engagement and fundraising opportunities.

CARNEGIE MELLON ATHLETICS

Pittsburgh, PA

Athletics Desk Attendant

Aug 2021 – Aug 2024

- Oversaw and maintained smooth operation of fitness facilities accommodating 100+ individuals, providing assistance, resolving inquiries, and upholding service for diverse clientele.
- Trained and mentored new staff members, improving team performance and service quality.
- Collaborated with athletics management to develop and implement new policies and procedures, enhancing facility operations.

LEADERSHIP

CMU PANHELLENIC COUNCIL

Vice President of Diversity, Equity, and Inclusion

Jan 2023 – Dec 2023

- Orchestrated spring semester DEI speaker event for 400+ attendees, managing budget of \$3500+ to foster dialogue around DEI
- Spearheaded conception and implementation of Emergency Contraceptive Distribution Program, ensuring accessible and timely availability of emergency contraceptives for student community, promoting reproductive health and autonomy on campus.
- Provided guidance to the DEI Directors of six Panhellenic sororities through biweekly roundtables and goal-setting workshops, fostering collaboration and alignment towards shared DEI objectives.

KAPPA KAPPA GAMMA DELTA XI

Fraternity and Sorority Life Events Coordinator

Jan 2023 – Dec 2023

- Demonstrated organizational skills and attention to detail in coordinating variety of successful events, ensuring positive experiences for attendees while adhering to budgetary constraints and logistical considerations.
- Conceptualized, planned, and executed events for more than 200 attendants enhancing engagement within Greek community.
- Cultivated and strengthened inter-organizational bonds by fostering relationships among 16 Greek organizations, facilitating collaborative environment.

SKILLS

Technical: R

Languages: Spanish, French, English

Personal Interests: Bouldering, Crossword Puzzles, Yoga