

# MADDY CHEN

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## EXPERIENCE

### JUV Consulting · Director of Research

June 2020 - Current · Remote

- Oversee all quantitative analysis, including projects for Fortune 500 clients
- Spearhead product rebranding and design of JUV's global network of 3000+ members by setting OKRs, A/B testing, market research, user surveys

### Tech Gals Podcast · Founder & Host

Apr. 2020 - Current · Berkeley, CA

- Interview engineers, founders, and execs to amplify minority voices and start conversations about ally ship and support in tech; 1000+ downloads
- Design, record, edit, and organize all website, episodes, sponsorships, and strategic digital marketing campaigns

### Fidelity Investments · Software Engineering Intern

May 2019 - Aug. 2019 · Durham, NC

- Prototyped and built a backend data analysis tool to match employee skillsets to projects; increased productivity by 300%
- Automated subscription process between mainframe and Oracle databases

### Vidora · Product Marketing Intern

May 2018 - Aug. 2018 · San Francisco, CA

- Developed AdWords and LinkedIn campaigns, generating 40,700+ total impressions, boosting click through rate by 115% and impressions by 160% to generate 1400+ sales leads with \$1000 budget
- Analyzed ML features and models to create new use cases and conclusions

## LEADERSHIP & ACTIVITIES

### Associated Students of University of California · Senator

May 2020 - Current

- Elected by 40,000+ Berkeley students to represent on campus tech, data science, and social good communities
- Primary liaison between students and campus officials; compiled resources reaching 10000+ students, hosted first virtual tech fair for 500+ attendees

### Computer Science Mentors · Data Structures Course Instructor

Sept. 2019 - May 2020

- Mentored 6 mentors weekly by discussing pedagogy tips and technical content
- Taught groups of 5 students with mini-lectures and problem-based worksheets

### Global Leadership Organization · Founder, President, Director

Oct. 2017 - May 2019

- Created Berkeley's first on-campus org that specializes in leadership training
- Led GLO's largest US Summit, increasing participating by 300% to 120+ by partnering with 15+ organizations, managing 20+ students and professionals
- Launched social media campaigns generating 30,000+ impressions and earned \$800 of sponsorship from Google

## EDUCATION

### University of California, Berkeley

• Aug. 2017 - May 2021

B.A. Data Science

B.A. Economics

Coursework: Data Structures, Algorithms, Data Mining, Artificial Intelligence, Probability and Statistics, Microeconomics, Macroeconomics, Econometrics

## SKILLS & LANGUAGES

Python, Java, SQL, R, Jupyter, NumPy, Pandas, Microsoft Suite, Adobe Suite, SEO/SEM, Chinese (Fluent)

## PROJECTS

### BalliNN

- Built various ML models by extracting NBA series and player data to create predictions for playoff placements
- Implemented n-game difference vectors to create probability weights to predict the likelihood of the winning team

### Twitter API Analysis

- Extracted Trump's tweets for data cleaning, visualization, lexicon sentiment analysis, and engagement based on text polarity

## AWARDS

### Leadership Award Recipient 2018 - 2019

• *California Alumni Association*  
Merit-based scholarship that recognizes innovative, motivational leadership

### Rewriting the Code Fellow 2018 - Current

Selected amongst a number of Fellows to lead, connect local members, and foster community