

# MADELINE (MADDY) CHEN

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## EDUCATION

University of California, Berkeley | Berkeley, CA

May 2021

*B.A. in Data Science, B.A. in Economics*

*Awards:* Cal Alumni Association Leadership Award Winner (2018-2020), Rewriting the Code Fellow (2018-2020)

*Coursework:* Principles and Techniques of Data Science, Structure and Interpretation of Computer Programs, Data Structures and Algorithms, Artificial Intelligence, Linear Algebra, Probability for Data Science, Micro/Macroeconomics, Principles of Business

## PROFESSIONAL EXPERIENCES

Fidelity Investments | Durham, NC

May '19 — Aug '19

*Software Engineering Intern*

- Streamlined the matching process between employee skillsets and volunteer projects by redesigning the survey and analysis code
- Automated the subscription replication process for specific client tables between mainframe and Oracle databases

Vidora | San Francisco, CA

May '18 — Aug '18

*Product Marketing Intern*

- Analyzed the features and models of Vidora's ML product to create new use cases and draw industry conclusions
- Formalized AdWords and LinkedIn marketing campaigns, generating 40,700+ impressions in three weeks with a \$1000 budget, boosting the AdWords click through rate by 115% and impressions by 160% and generated 1400+ sales leads

## PROJECTS

BalliNN

Sep'19 – Dec'19

- Created various ML models by extracting NBA series, games, 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

Trump Twitter API Analysis

Oct '18

- Extracted Trump's Tweets using Twitter API, converted it to a json file and dataframes for data analysis with pandas, numpy
- Analyzed the devices used for Trump tweets with data cleaning and visualizations, and performed sentiment analysis on tweets

## LEADERSHIP AND EXTRACURRICULARS

Computer Science Mentors | Berkeley, CA

Sep '19 — now

*Data Structures Course Instructor*

- Teach groups of 4-5 students data structures and algorithms by summarizing each week's essential information into easily digestible mini-lecture, weekly worksheets, and providing hands-on practice and support for all problems and concepts

Division of Data Sciences | Berkeley, CA

Sep '19 — Dec'19

*Research Intern*

- Classify and extract data from 10,000+ job ads of an international conglomerate to analyze language, spatial, and textual trends
- Identify systematic roadblocks for female applicants and suggest changes to human resource practices to promote diversity

Global Leadership Organization (GLO) | Berkeley, CA

May '18 — May '19

*Founder and President (GLO-Berkeley Chapter)*

- Established the first on-campus organization that specializes in leadership training with 5 committees, 35+ members
- Promoting nationwide GLO alumni relations through semester-long mentorship programs, networking dinners, weekly newsletters, career panels, internal marketing and professional workshops, established partnership with the Sutardja Center for Entrepreneurship and Technology and Cal Alumni Association to expand GLO's campus presence and impact more students

*Summit Director*

Oct '17 — Mar '18

- Seized the initiative to rebrand GLO from a undergraduate leadership conference to a MBA training bootcamp by introducing more hands-on learning workshops, personalized mentorship from experienced professionals, and revamping marketing materials
- Spearheaded GLO's training summit by increasing membership from 30+ to 100+ by partnering with 15+ student organizations, hosting an info session involving 60+ attendees, and managing 20+ students and working professionals from across the Bay Area
- Launched social media campaigns generating 30,000+ impressions and earned \$800 sponsorship from Google

## SKILLS AND INTERESTS

Skills: Python, Java, SQL, R, Jupyter, LaTeX, Microsoft Word, Powerpoint, Excel, Illustrator, iMovie, SEO/SEM, Chinese (Fluent)

Interests: Lean In, lifting, podcasts, TED Talks, traveling, food photography, Friends, Suits, Trader Joe's, financial literacy, interior design