

Marcus Chua

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EDUCATION

University of California, Berkeley | May 2025

Cumulative GPA: 4.0 / 4.0

B.S. Industrial Engineering & Operations Research | Minor in Data Science

Certifications: SkyDeck ACE (Accelerating Careers in Entrepreneurship) Certificate, SCET (Sutardja Center for Entrepreneurship & Technology) Certificate in Entrepreneurship & Technology, Berkeley Certificate in Design Innovation (BCDI)

Coursework: Data Science, Probability & Risk Analysis for Engineers, Linear Programming & Network Flows, Business Administration

Awards & Honors: Dean's List - College of Engineering, Top 1% of Class, Tau Beta Pi Engineering Honor Society, Eagle Scout, 1st Place - Salesforce Social Media Competition, 1st Place - Rotary Business Plan Competition, Finalist - National Merit Scholarship

WORK EXPERIENCE

Salesforce | San Francisco, CA *Intern, Revenue Operations - Data Insights & Scalability (DIS)*

May 2023 - August 2023

- Built and deployed automated DIS Project Tracker Tableau dashboard. Sourced 30,000+ elements from 2 databases in 1 Finance Salesforce instance - delivered insights to RevOps executives for Quarterly Business Review, increased operating efficiency by 20%.
- Wrote Business Requirements Document (BRD) to translate technical and non-technical stakeholder needs into actionable requirements.
- Designed an interactive high-fidelity data analytics dashboard prototype in Figma to visually itemize 50+ stakeholder requirements.
- Identified 7 key pain points in DIS workflow, addressed by implementing 5 data solutions - reduced operational friction by 30%.
- Led Data Engineering subteam in curating 3 optimized datasets - improved metric accuracy by 25% across 30+ dashboard dimensions.
- Won 1st place in Salesforce Social Media Competition: Authored LinkedIn article in partnership with Salesforce to showcase internship journey - garnered 30,000+ Impressions, publicly recognized by Salesforce's Chief Financial Officer and Tableau's Chief Data Officer.

Firstly | Berkeley, CA *Program Management Intern*

January 2023 - May 2023

- Worked directly with CEO to impact short-term growth strategy - attracted VCs, raised pre-seed funding, admitted into 3 accelerators.
- Launched V2 online mentorship platform to house 1000s of mentors/mentees and programs by UCs, CSUs, and independent NPOs.
- Built new Customer Success Playbook and Knowledge Base Tracker to enhance knowledge retention and accelerate client onboarding.
- Automated client onboarding process and managed client engagement/customer success using customer.io - 100% retention rate to date.

Berkeley SkyDeck | Berkeley, CA *ACE Intern*

December 2022 - May 2023

- Worked with Berkeley SkyDeck Accelerator to facilitate growth for 130+ global startups, specialized in customer success strategies.
- Gained entrepreneurial knowledge through intensive workshop series, learned directly from C-level executives and startup founders.
- Completed Accelerating Careers in Entrepreneurship certification through extensive training in venture strategies and applications.

LEADERSHIP AND PROJECTS

Institute of Industrial and Systems Engineers | Berkeley, CA *Director - Corporate & Alumni Relations*

September 2022 - Present

- Raised \$60,000 to fund UC Berkeley Industrial Engineering & Operations Research Department events, outreach, and expansion.
- Implemented Potential Careers Speaker Series: organized 5 seminars for former industry interns to share experiences with students.
- Spearheaded IISE mentorship program, recruited 60+ IEOR alumni from Google, Bain & Co, Tesla, Amazon to be year-long mentors.

Tau Beta Pi Engineering Honor Society CA-Alpha Chapter | Berkeley, CA *Officer - Activities*

May 2023 - Present

- Spearheaded event planning and coordination for 300+ high-performing (within top 12% of class) upperclassman engineering students.
- Collaborated with executive leaders to establish a strategic roadmap for events, aligning activities with society's long-term goals.

Titanium Robotics FRC Team 1160 | San Marino, CA *Business President*

May 2020 - May 2021

- Robotics Virtual Summer Academy: developed 6-Week course to teach 40+ students Engineering and Business skills during pandemic.
- Raised \$12,000 for the team to finance competition robots, outreach events, and away competitions (Las Vegas, Sacramento, Idaho).

SKILLS AND INTERESTS

- Skills: Data Analysis; Effective Communication; Cross-Functional Leadership; Product Design; User Research; Business Development
- Tools: Figma; Tableau; SQL; Python; Google Suite; Microsoft Office Suite; Jira; Alation; Alteryx; Canva; Airtable; ChatGPT
- Languages: English (Native); Chinese (Conversational); Spanish (Conversational)
- Interests: Chess (USCF Rated 1060); Snowboarding; Tennis; Football; Music Production; Japanese Literature; EDM Concerts