MICHELLE BAOCHAU NGUYEN

(408)-663-7866 | michellebnguyen@berkeley.edu | michellebnguyen.me

EDUCATION

University of California, Berkeley   *Berkeley, CA*
B.A Data Science, B.A Economics, Minor in Computer Science   *Class of 2023*

> Relevant Coursework: Structure & Interpretation of Computer Programs (CS61A), Data Structures (CS61B), Linear Algebra & Differential Equations, Foundations of Data Science, Discrete Mathematics & Probability Theory, Principles of Business
> Activities: Valley Consulting Group, Innovative Design

WORK EXPERIENCE

Airbnb   *January 2021 - Present*
Growth Strategy Consultant (Contract through VCG)
- Utilizing sentiment analysis of Airbnb customer reviews to formulate three mobile-app safety & security recommendations
- Analyzing general trends, metrics of growth, friction of use & legal battles surrounding the share economy industry
- Generating a competitive research analysis of Airbnb's top four competitors by assessing each company's safety & security of mobile app features, current policies, and incident history to understand the share economy competitive landscape

USA Kwok Kwong Lion and Dragon Dance Supplies   *December 2020 - Present*
Marketing Intern
- Creating high-fidelity website wireframes to promote and brand company's Lion, Dragon, and Martial Arts supplies
- Designing digital flyers to promote end-of-year sales and seasonal promotions for advertisement on social medias
- Overseeing online marketing across all social media platforms, such as Facebook, Instagram, and company's website

Innovative Design   *January 2021 - May 2021*
Front-end Web Developer & Designer
- Converted design wireframes into dynamic website pages for REACH! using HTML5, CSS3 & ReactJS under supervision
- Designed high-level & detailed storyboards, mockups, & prototypes to effectively communicate interaction & design ideas
- Facilitated a kick-start meeting with REACH to understand current website design issues and new design preferences

MiiR   *October 2020 - December 2020*
Marketing Consultant (Contract through VCG)
- Developed a thorough analysis of MiiR's competitive market by creating external & competitive benchmarking
- Analyzed 5 KPIs based on social media presence and engagement, marketing, corporate deals & advertising
- Pinpointed and recommended key growth opportunities and recommendations through market analysis and market-sizing

LEADERSHIP

California Scholarship Federation (CSF)   *May 2019 - June 2020*
President
- Managed logistics of the club with 400+ members and facilitated weekly general club and officer meetings
- Raised over $2000 through fundraisers and large events in order to ensure financial stability for future events
- Selected as a Central Coast finalist for the Seymour Memorial Award, the highest CSF scholastic honor at state level

EXTRACURRICULARS

Valley Consulting Group (VCG)   *September 2020 - Present*
Consultant / Recruitment Manager
- Providing strategy solutions to industry-leading technology companies located in the Silicon Valley
- Organizing weekly social events with new and current club members to create strong bonds and relationships
- Developing strong interpersonal skills and analytical and quantitative problem-solving skills through projects

Yun Yee Tong Shaolin Chow Gar Lion & Dragon Dance Association   *June 2013 - Present*
- Studied, trained, and tested over 15 traditional Chinese Jow Ga Kung Fu forms to receive a current Red Belt standing
- Performing traditional Chinese lion & dragon dance and kung fu for festivities such as Lunar New Year and weddings
- Serving as a closed-door disciple to study and promote practices of traditional lion & dragon dance and kung fu to others

AWARDS
2021 Carolina Case Challenge Competition - 2nd Place

SKILLS AND INTERESTS
Skills: Microsoft Word, Powerpoint, Excel, Adobe Lightroom, Photoshop, XD, Procreate, Figma, Prototyping, Wireframing
Programming Languages: Python, Java, SQL, NumPy, Scheme, HTML5, CSS3, Javascript (Fundamental), ReactJS (Fundamental)
Interests: Product Design, Web Design, Consulting, Basketball, Martial Arts, Lion Dance, Hiking, Thrifting