
MICHELLE MAK



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michellemak.com

PROFESSIONAL SUMMARY

Proactive • Communicative • Curious

Creative thinker with analytical and technical skills to clean, organize, explore, and model data to make educated business decisions.

SKILLS

Python, R, XLSTAT, BI, Salesforce Business Manager, Google Analytics, JIRA, SCRUM, Adobe Analytics, Adobe Suite (Photoshop, InDesign, Premiere, After Effects)

EXPERIENCE

ASSOCIATE ONLINE PRODUCER, UGG | DECKERS BRANDS

April 2018 - Present

Responsible for the execution of the in-season Go-To-Market calendar through project management of developer tasks, innovative merchandising, promotion strategy, and content planning.

- Proposed and implemented site features that contributed to the **7%** growth in year-over-year revenue and **28%** increase in year-over-year conversion.

DIGITAL MARKETING AND WEB MANAGER | UCSB COLLEGE OF ENGINEERING

August 2017 – April 2018

Oversaw cross-platform marketing campaigns, managed the College's site content and UX improvements, and created project management process for website requests from faculty and university organizations.

DIGITAL MARKETING COORDINATOR | UCSB COLLEGE OF ENGINEERING

October 2015 – August 2017

Produced and managed content for the College's social media accounts and email marketing through video production, print and web design, and photo shoots.

EDUCATION

M.S. APPLIED DATA SCIENCE | JUNE 2019

Syracuse University

Developed skills in SQL data models, R (ggplot2, caret, clustering, machine learning), Python (NumPy, pandas, scikit-learn), and text mining, to answer business questions as well as create customer profiles, customer segments, and effective business strategies.

https://github.com/michmak/syr_portfolio

B.A. COMMUNICATIONS | JUNE 2014

University of California, Santa Barbara