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# MICHELLE MAK

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[MICHELLEMAK.COM](http://MICHELLEMAK.COM)

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## PROFESSIONAL SUMMARY

Proactive • Communicative • Curious

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

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## SKILLS

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

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## EXPERIENCE

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### 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.

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## EDUCATION

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### 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](https://github.com/michmak/syr_portfolio)

### B.A. COMMUNICATIONS | JUNE 2014

University of California, Santa Barbara

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