

# Markus A. Kytömaa

2510 Warring Street, Berkeley, CA 94704 | mkytoma@berkeley.edu | (617) 599-3249

## EDUCATION

---

### University of California, Berkeley

*Bachelor of Arts in Economics, Minor in Computer Science*

**Berkeley, CA**

*Class of 2018*

### London School of Economics and Political Science

*Summer School*

**London, UK**

*August, 2015*

**Relevant Coursework:** Artificial Intelligence, Data Structures, Data Science, Discrete Mathematics/Probability Theory, Economic Statistics and Econometrics, Linear Algebra/Differential Equations, Machine Structures, Web Design

## PROFESSIONAL EXPERIENCE

---

### CMG Strategy Consulting (Client: Google)

*Consulting Analyst*

**Berkeley, CA**

*February, 2016 – May, 2016*

- Analyzed Google's buyer lifecycle for three mobile applications: Google Maps, Google Photos, and the Google App
- Orchestrated 5 focus groups and distributed surveys (yielding 900+ responses) to gather consumer insights
- Compiled and presented a PowerPoint presentation outlining market research findings and potential marketing campaigns

### Undergraduate Marketing Association

*Project Manager*

**Berkeley, CA**

*September, 2016 – Present*

- Currently leading a team of eight to develop new marketing campaigns and strategies for small businesses
- Distributed surveys (yielding 500+ responses each) and conducted focus groups (20+ participants each)
- Analyzed data, synthesized takeaways, and presented recommendations to senior level management

### Sigma Chi Fraternity

*Treasurer*

**Berkeley, CA**

*January, 2016 – December 2016*

- Managed all chapter finances over two semesters, with an annual budget of over \$350,000
- Allocated funds amongst 26 officers and regulated spending within each position
- Ran the chapter's billing system and tax exemption filing

### Protonet Inc.

*Marketing Intern*

**San Francisco, CA**

*June, 2016 – August, 2016*

- Edited and revised a White Paper featuring promotional content for our private cloud service software
- Identified client-specific needs and led product-based discussions to acquire new clients
- Utilized the API from a CRM to access and visualize sales-related data (HTML)

## PROJECTS

---

### Database

*Java*

- Created a relational database management system that handles a domain specific language similar to SQL
- Implemented a parser that allows users to create, store, save, and query data tables through typed commands

### BearMaps

*Java*

- Built a structure capable of handling input coordinates and zooming/scrolling at the right resolution
- Implemented A\* search to find shortest paths between any two locations on the given street map

### Caches

*C*

- Built working implementations of direct-mapped, fully associative, and N-way set associative caches
- Implemented MOESI protocol for cache coherency for both reading and writing

### Trump & Text

*Python*

- Utilized data from the Twitter API to draw conclusions about the president's tweet behavior
- Used the Valence Aware Dictionary Sentiment Reasoner lexicon to analyze and visualize tweet sentiment

## SKILLS & ACTIVITIES

---

**Programming Languages:** Java (Strong), Python (Strong), SQL (Strong), C, CSS, HTML, JavaScript, MIPS, Scheme

**Other Technical Skills:** Adobe Creative Suite, Excel (vLookup, Pivot Tables), Pandas, OpenMP, Spark, Stata, Logisim