

# Michelle Mar

Cupertino, CA | [mimar@ucsd.edu](mailto:mimar@ucsd.edu) | (408) 234-1779

[linkedin.com/in/michelle-m-mar](https://www.linkedin.com/in/michelle-m-mar) | [michelle-portfolio.streamlit.app/](https://michelle-portfolio.streamlit.app/)

## EDUCATION

### University of California, San Diego

La Jolla, CA

Bachelors of Science in Business Economics, Minor in Data Science

*Anticipated: December 2025*

**Relevant Coursework:** Product Management, Python Programming, Project Management, Customer Analytics, Applied Market Research

## WORK EXPERIENCE

### Hospitality Information - UCSD Sixth College

La Jolla, CA

Operations/Program Manager Intern

*May 2023 - September 2024*

- Led a team of 10 Clerks utilizing agile project management principles, including iterative sprints and daily stand-ups, resulting in a 20% productivity boost and improved team collaboration in a fast-paced environment.
- Coordinated logistics for 50+ conferences, managing multiple tasks and deadlines with Trello and Slack, enhancing efficiency by 15% and stakeholder satisfaction by 10%.
- Conducted evaluations and implemented feedback mechanisms, improving database accuracy and timeliness by 15% and increasing customer satisfaction by 10%.

### Volition Beauty

San Francisco, CA

Product Marketing Intern

*May 2023 - August 2023*

- Managed product roadmaps and aligned product strategy with customer needs throughout the product lifecycle, contributing to a 10% expansion in brand reach and a 15% boost in engagement by integrating research findings into marketing and development strategies.
- Actively participated in product discovery, planning, and development phases, enhancing understanding of the product lifecycle and customer experience.
- Created and maintained marketing databases using Salesforce, increasing email open rates by 10% and click-through rates by 15%, while refining product features and marketing strategies based on customer feedback, resulting in a 15% increase in satisfaction.

## LEADERSHIP AND INVOLVEMENT

### University of California, San Diego Women In Business

La Jolla, CA

Director of Outreach

*November 2023 - Present*

- Orchestrated the Annual Business Conference with 500+ attendees, boosting sponsorships by 20% and event participation by 15% through strategic industry partnerships and enhanced networking opportunities.
- Launched and managed the UCSD Women in Business podcast, defining the product vision and creating a content roadmap, which led to a 25% increase in listener engagement and positioned the podcast as a leading platform for industry insights.
- Managed event budgets with a 10% improvement in adherence, demonstrating strong organizational skills and effective time management.

## PROJECTS

### Women In Business Podcast: You Heard Her

UCSD, La Jolla, CA

Product Lead

*March 2024 - Present*

- Defined the podcast's vision to empower and inspire women in business, developing a product strategy that led to a 25% increase in listener engagement and established a high-impact platform for industry insights.
- Created and managed a detailed content roadmap, aligning quarterly themes with demand, resulting in a 15% increase in satisfaction.
- Conducted market research to identify trending topics, iterated on feedback, and executed targeted outreach and social media campaigns, achieving a 40% increase in overall podcast visibility.

## SKILLS

Data Analysis (SQL, Python), CRM Tools (Salesforce, HubSpot), Microsoft Office Suite, Agile Methodology, Product Management, Analytical Thinking, Problem Solving, Detail-Oriented

## CERTIFICATIONS

Google Data Analytics Professional Certificate

*August 2024*