

Michelle Mar

Cupertino, CA | mimar@ucsd.edu | (408) 234-1779

[linkedin.com/in/michelle-m-mar](https://www.linkedin.com/in/michelle-m-mar) | 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 using agile principles, such as iterative sprints and daily stand-ups, to streamline the processing of 500+ client requests and document submissions weekly, resulting in a 20% productivity boost, faster turnaround, and enhanced team collaboration.
- Coordinated event space bookings, housing accommodations, and catering services for 50+ conferences, managing logistics and deadlines with Trello and Slack, and negotiating vendor contracts, enhancing efficiency by 15% and increasing stakeholder satisfaction by 10%.
- Enhanced database accuracy by 15% and customer satisfaction by 10% through evaluations, automated surveys, and follow-up calls.

Volition Beauty

San Francisco, CA

Product Marketing Intern

May 2023 - August 2023

- Managed product roadmaps for different skincare lines and packages, aligning with customer needs and driving a 10% expansion in brand reach and a 15% boost in engagement by incorporating research insights into targeted marketing campaigns and development strategies.
- Participated in product discovery, planning, and development phases, enhancing understanding of the 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

UC 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 participation by 15% through strategic industry partnerships, targeted marketing, and enhanced networking, including panel discussions and workshops with leaders.
- Launched and managed the UCSD Women in Business podcast, defining the product vision and creating a content roadmap, including guest outreach, 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 strategy that included guest selection, content planning, and promotion, leading to a 25% increase in listener engagement and establishing a high-impact platform for 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 based on feedback, and executed targeted outreach and social media campaigns. Collaborated with the Marketing Committee and Internal Committee, resulting in a 40% increase in overall podcast visibility.

SKILLS

SQL, Python, Salesforce, HubSpot, Microsoft Office Suite, Agile Methodology, Product Management, Problem Solving, Detail-Oriented

INTERESTS

Travel, Tennis, Baking, Hiking, Cafe-Hopping, Matcha Enthusiast

CERTIFICATIONS

Google Data Analytics Professional Certificate

August 2024