

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 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

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 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