

Michelle Mar

Cupertino, CA | mimar@ucsd.edu | (408) 234-1779
[linkedin.com/in/michelle-m-mar](https://www.linkedin.com/in/michelle-m-mar)

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 project principles, including iterative sprints and daily stand-ups, resulting in a 20% boost in productivity and enhanced team collaboration in a fast-paced environment.
- Managed multiple tasks and deadlines, coordinating logistics for 50+ conferences using Trello and Slack, improving efficiency and stakeholder satisfaction by 15%.
- Conducted evaluations and feedback, 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.
- Enhanced understanding of the product lifecycle by actively participating in product discovery, planning, and development phases, driving alignment between customer experience and product strategy.
- Created and maintained marketing databases using Salesforce, increasing email open rates by 10% and click-through rates by 15%, while utilizing customer feedback to refine product features and marketing strategies, 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 major events, including the Annual Business Conference with 500+ attendees, increasing sponsorships by 20% and event participation by 15% through established industry partnerships that enhanced networking opportunities.
- Launched and managed the UCSD Women in Business podcast, defining the product vision, creating a content roadmap, and leading market research efforts to ensure alignment with audience interests, resulting in a high-impact platform for industry insights.
- Managed event budgets, improving adherence by 10% and demonstrating strong organizational and time management skills.

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 positioned it as a leading platform for industry insights, resulting in a 25% increase in listener engagement.
- Created and managed a detailed roadmap for content creation and episode releases, aligning quarterly themes like FinTech and product management with audience demand, which contributed to a 15% increase in listener satisfaction.
- Conducted market research to identify trending topics and inform strategy, using feedback to iterate and enhance the podcast experience.
- Led the development and execution of campaigns, driving visibility and engagement through targeted outreach and social media initiatives, achieving a 40% increase in overall podcast visibility.

SKILLS

Data Analysis (SQL, Python), CRM (Salesforce, HubSpot), Microsoft Excel, Analytical Thinking, Problem Solving, Detail-Oriented

CERTIFICATIONS

Google Data Analytics Professional Certificate

August 2024