

# MATTHEW Y. HONG

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## EDUCATION

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### UNIVERSITY OF CALIFORNIA, BERKELEY

BERKELEY, CA

Economics/Pre-Business and Computer Science | Cumulative GPA: 3.96

2013 - 2017

Relevant Coursework: Econ 1 (Introduction to Economics), UGBA 10 (Principles of Business), Stats 21 (Introduction to Statistics),  
Math 1B (Calculus II), Math 54 (Linear Algebra & Differential Equations), CS 61A (Python), CS 98 (Javascript)

## PROFESSIONAL EXPERIENCE

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### MOBITV, INC.

EMERYVILLE, CA

#### MARKETING INTERN

OCTOBER 2014 - PRESENT

- ❖ Update and maintain marketing material from clients for mass distribution
- ❖ Research television viewing patterns through statistical and market analysis
- ❖ Provide email newsletters to subscribers utilizing HTML and CSS.

### TUUTKIA, INC.

FREMONT, CA

#### MARKETING AND WEB DESIGN INTERN

JUNE 2014 - PRESENT

- ❖ Create websites and maintain blogs for the company
- ❖ Research growing trends in search queries to efficiently target certain markets

### ROTARACT INTERNATIONAL

BERKELEY, CA

#### DISTRICT 5160 MARKETING DIRECTOR

JUNE 2014 - PRESENT

- ❖ Promote awareness of Rotaract, its mission and upcoming district projects
- ❖ Produce marketing materials for all Rotary-affiliated clubs for District 5160 (Northern California)

### THE DAILY CALIFORNIAN

BERKELEY, CA

#### ARTS AND ENTERTAINMENT REPORTER

JANUARY 2014 - PRESENT

- ❖ Research and write stories about Arts and Entertainment for UC Berkeley's official newspaper
- ❖ Build contacts to maintain a flow of news in the arts and entertainment world
- ❖ Create and upload news content, as well as blogging and covering important events

### INEFFABLE MUSIC GROUP

EMERYVILLE, CA

#### ARTIST PROMOTION, MARKETING AND ACCOUNTING ASSISTANT

JUNE 2014 – SEPTEMBER 2014

- ❖ Create and build artist profiles and marketing material to be distributed through social networks
- ❖ Work with artists to provide solutions for possible business ventures
- ❖ Provide detailed expense reports for artists through management of multiple accounts

### ALGOTOCHIP, INC.

SUNNYVALE, CA

#### STATISTICAL ANALYSIS INTERN

JUNE 2012 – AUGUST 2012

- ❖ Analyze statistical data and write reports on the findings
- ❖ Work with TableCurve 3D to graph and plot statistical data
- ❖ Prepare and utilize logic gates to run statistical tests

## ADDITIONAL SKILLS

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- ❖ Fluent in Chinese and Spanish, basic knowledge in Japanese
- ❖ Excellence in Microsoft Office, iWork and iLife Suites, Python, Javascript, HTML/CSS, Scheme
- ❖ Passion for arts and entertainment; actor, choral member, musician, composer, DJ and rapper
- ❖ Basic knowledge in Adobe Photoshop, Unix/Linux, Git and Perl