

RICHARD XU

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SUMMARY

Highly driven, passionate UCLA Economics/Statistics & Data Science double major interested in marketing, product management, and data science. Experienced in executing targeted digital marketing campaigns, identifying industry trends, and managing lead funnels. Looking to pivot into coding and analytics in a data science position.

EDUCATION

University of California, Los Angeles | Los Angeles, CA | Cumulative GPA: 3.77

Sep 2021 - Present

Bachelor of Arts in Economics; Bachelor of Science in Statistics & Data Science

Relevant Coursework:

- STATS 21: Python and Other Technologies for Data Science
- STATS 101C: Introduction to Statistical Models and Data Mining
- STATS 140XP & 141XP: Practice of Statistical Consulting

ACCOMPLISHMENTS

- Proposed 10+ product improvements to C-Suite Execs for a better user experience, 8 of them were accepted and are to be implemented
- Curated and deployed weekly Salesforce List emails to target audience segments, leading to the development of 4 pivotal business relationships generating around \$120k in revenue
- Implemented three Google AdWords campaigns resulting in a 150% increase in web traffic
- Developed a Python web scraper to efficiently find the contacts of 300+ high relevance industry leads

WORK EXPERIENCE

Nikira Labs Inc. | Mountain View, CA

Jul 2023 - Present

Sales and Marketing Intern

- Assessed gas analyzer on trial runs to gather methane emissions data and detail end user experience
- Manipulated collected data via R & Python to find significant methane pattern and trends, confirming that our analyzer does have sub-parts-per-billion precision
- Visualized data using a gradient heat map plot using 'OpenStreetMap' R package to visualize device performance to stakeholders
- Utilized Salesforce Admin to tailor GUI to organization needs
- Generated Salesforce custom reports that visualized lead status funnel progression to monitor conversions
- Presented a market penetration strategy given product's strengths in relation to competitors

UCLA Club Beach Volleyball | Los Angeles, CA

Aug 2023 - June 2024

Treasurer

- Communicated with UCLA Club Sports financial head to manage over \$5000 in club funds and transactions
- Managed 50 club members' dues and registration and ensured clean data entry into IdealLogic database
- Audited bank account and Venmo balances weekly to maintain accurate balance sheet
- Brainstormed and conducted fundraising events raising over \$3000 to fund major investments and trips

City of Sunnyvale | Sunnyvale, CA

Jun 2021 - Aug 2022

Summer Camp Site Lead

- Cultivated and maintained relationships with campers, parents, and counselors of various age groups through active listening, collaboration, conflict management, and adaptability

SKILLS AND INTERESTS

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|------------------|--------------------------|----------------------------|
| • Google Adwords | • Google Suite | • Gaming |
| • Salesforce | • Market Research | • Nature Conservation |
| • R | • Canva | • Scuba Diving (Certified) |
| • Python | • Investing | • Aquaponics |
| • MS Office | • Tech Hardware/Software | • Volleyball |