CAROLYN SU

La Jolla, California   (619) 339-6266   www.linkedin.com/in/carolynsu   cas024@ucsd.edu

EDUCATION

Master of Science in Business Analytics, Rady School of Management   06/2025
University of California, San Diego, CA
- Relevant courses: Customer Analytics, Web Mining and Recommender System, Scalable Analytics, SQL and ETL

Information Systems Training Program   11/2023
National Taiwan University, Taipei, Taiwan
- Relevant courses: Practical Data Analysis with Python x Excel, Programming for Business Computing in Python

B.A. in East Asian Studies, *Minor in Economics*   06/2021
University of Alberta, Edmonton, AB, Canada
- Relevant courses: Statistics, Introductory Econometrics, Quant Methods in Economic

PROFESSIONAL EXPERIENCE

Platform Experience Analyst, Accenture, Taipei, Taiwan   08/2021 - 08/2023
- Delivered consultations to up to 15 global application developers through data-driven approaches on a daily basis, specializing in policy compliance, app content publication strategies, and backend system improvement
- Utilized the new case-handling process, leading to a 30% reduction in overall handling time, and contributing actionable insights which streamlined decision-making and improved internal workflow efficiency by 10%
- Delivered tailored coaching to new team members, enhancing their problem-solving skills, while fostering teamwork through constructive feedback, leading to swift assessment success and independent case management
- Conducted comprehensive analysis of data trends to identify behavioral patterns in repetitive content appeals, providing valuable insights and recommendations that reduced repetitive enforcements and appeals

Research Assistant, University of Alberta Taiwan Studies Program, Remote   04/2021 - 07/2021
- Organized two online events with over 80 participants focusing on specific topics and proofread Mandarin-English translation for interview content to ensure high-quality communication

Sales Associate (Short-Term), Hermès, Tainan, Taiwan   04/2021 - 05/2021
- Maximized fragrances sales with Hermès' high standards during Mother's Day peak shopping period
- Generated a total revenue of 20K+ sales and retained customer relationships by creating profiles

Seasonal Sales Associate, Coach New York, Edmonton, AB, Canada   10/2018 - 02/2020
- Addressed customer dissatisfaction by offering personalized suggestions based on their preferences
- Performed over 70 accurate transactions per shift during holiday seasons (e.g., Boxing Day)

International Customer Service Intern, Dongguan Zhengyang Electronic Mechanical Ltd., China   06/2017 - 07/2017
- Acquired insights into the company's production and marketing processes while developing a foundational understanding of international customer service
- Delivered an economic presentation utilizing the company's statistical data to effectively convey key insights

PROJECTS

Student, Web Mining and Recommender System, Rady School of Management   12/2024
- Developed machine learning models to improve fit prediction and size recommendations, reducing return rates by 15% and enhancing customer satisfaction
- Analyzed 192,000+ transactions to implement a recommendation system with 90% top-3 accuracy, achieving a 30% improvement over baseline models

Student, SQL and ETL, Rady School of Management   08/2024
- Developed end-to-end ETL pipeline using Python and Snowflake to extract, load, and transform large datasets from multiple sources (CSV, XML, PostgreSQL, and Snowflake Marketplace)
- Collaborated with a team of 4 to integrate data by joining tables, creating calculated fields, and identifying correlations between weather conditions and purchase discrepancies, with outputs stored in materialized views

Student, Practical Data Analysis with Python x Excel, National Taiwan University   11/2023
- Employed Python for web scraping operations, analysis of Taiwanese stock market data, and automated messages via Line messaging platform
- Performed data analysis and data visualization using the Pandas library, including automating pivot table creation, merging data frames, and handling datasets from multiple sources

SPECIALIZED SKILLS

- **Tools/Coding:** Python, SQL, PostgreSQL, R, Pandas, Microsoft 365, Jupyter Notebook, Snowflake, Tableau
- **Certifications**: MOS Microsoft Excel 2016, Data Analytics and Applications in the Fashion Industry
- **Spoken Languages**: Mandarin (native); English (fluent); Korean (advanced)

PROFESSIONAL AFFILIATIONS & LEADERSHIP

Member: Tech Club at UC San Diego, Rady Data Analytics Club, Rady Consulting Club   09/2024 - Present
Vice President: University of Alberta Taiwanese Students' Association (UATSA)   09/2017 - 02/2020
- Secured 20 sponsors for UATSA events by maintaining external liaison and coordinated events with up to 100 participants, including arranging activities, designing event posters, and monitoring schedule effectiveness