

Serena Chan

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EDUCATION

University of California, Berkeley | May 2020

Berkeley, CA

Bachelor of Arts, Economics | Minor, Data Science

GPA: 3.70

Relevant Coursework: Macro & Micro Economic Analysis, Concepts of Probability, Intro to Data Science, Economic Demography

Upcoming Coursework: Financial Economics, Psychology and Economics, Computational Structures in Data Science

WORK EXPERIENCE

Accelo

San Francisco, CA

Customer Success & Account Management Intern

January 2018-Present

- Collaborated with the Account Management team to provide solutions to client inquiries regarding the Accelo software
- Identified cause behind decline in clients' efficiency by analyzing 50+ raw data reports collected from customer interactions
- Optimized Customer Success' weekly sheet with account upgrades and studied pattern of churn rates, generating 30+ reports
- ❖ *Refined customer service/relationship skills and developed knowledge regarding ServOps, SaaS, and CRM*

Center for the Built Environment

Berkeley, CA

Survey Coordinator

June 2017-Present

- Managed and maintained frequent contact with 50+ internal/external clients through phone and email
- Prepared over 60+ final reports analyzing the survey results, comparing the building spaces to the benchmark scores
- Utilized Microsoft Office and Adobe Creative Cloud to design a new database system that is more user friendly and efficient
- ❖ *Honed my interpersonal and problem-solving skills while gaining team building qualities and data analytical techniques*

LEADERSHIP & ACTIVITIES

Undergraduate Marketing Association

Berkeley, CA

Design Consultant

January 2018-Present

- Provided organizations from NPOs to start-ups with creative/promotional materials that strategically reached target audiences
- Consulted clients on marketing and branding concerns and designed 20+ mobile interfaces based on user research
- Utilized graphic design software such as Adobe Illustrator, Photoshop, and Sketch to create logos, posters, and web designs
- ❖ *Explored UI/UX design and programming principles while also enhancing my online creative and personal style*

Ascend: Berkeley Chapter

Berkeley, CA

Marketing Committee Member

September 2017-December 2017

- Promoted Ascend as a finance & accounting organization through a professional LinkedIn photoshoot for 60+ members
- Presented in a Psychology & Charisma panel for 65 members addressing the concept of self-branding and charisma
- Conducted and presented a case-study on Disney's #DreamBigPrincess campaign analyzing the marketing techniques
- ❖ *Established leadership and exercised presentation skills; learned marketing applications such as Adobe Photoshop*

Basic Needs Security: UC Berkeley

Berkeley, CA

Finance Intern

September 2017-December 2017

- Prepared 10+ cost analysis reports and initiated 5+ cash flow models for goal of food insecurity eradication
- Issued over 40+ reimbursement forms for campus activities and submitted payment requests for events
- Collaborated with the Berkeley Food Institute to create a budget allocating funds for the Sustainable & Just Food Project
- ❖ *Developed strong communication abilities and conducted thorough research to negotiate deals with local businesses*

ADDITIONAL SKILLS & INTERESTS

Skills:

- **Interpersonal:** Detail-oriented, organized, strong communicator, ability to work in a team
- **Design/Software:** Microsoft Word, Excel, PowerPoint, Qualtrics, Adobe Photoshop, Adobe InDesign, Adobe Illustrator
- **Technical:** HTML5, CSS3, jQuery, JavaScript, R, Python

Languages: fluent in English and Cantonese, intermediate in Mandarin, elementary in French

Interests: web design, graphic design, learning new languages, kayaking, swimming, rock-climbing, attending musicals