

EDUCATION

University of California, Berkeley

Cumulative GPA 3.92

B.S. Industrial Engineering and Operations Research (IEOR)

| Grad May 2015 | High Honors and Departmental Citation Honor

M.S. Industrial Engineering and Operations Research

| Grad May 2016 |

Relevant Coursework: Statistics, Relational Databases, Data Structures, Probability and Risk Analysis, Forecasting, Linear Programming

Objective: I have a passion for seeing the world of operations research, data analysis, and user experience come together to foster innovation and discovery. As a result, I wish to focus on making data driven and user conscious decisions in the world of game changing technology

PROFESSIONAL EXPERIENCES

CBS Interactive - CNET.com - Business Intelligence Analyst, Masters Intern

Jun 2015 – Aug 2015

- Conducted ad placement analysis to optimize one of CNET's biggest ad campaigns resulting in a 31% performance improvement
- Utilized Adobe Omniture and WinSQL to extract and analyze user behavior and ad campaign data
- Conducted revenue opportunity data analysis for the implementation of a text analytics program into ad operations
- Applied operations research techniques to design, build, and evaluate an optimal order quantity model for online editorial content
- Presented revenue opportunity and optimal order quantity data analysis to CBS Interactive executives

UC Berkeley Citris Data and Democracy Initiative - Student Researcher

Sep 2014 – May 2015

- Part of a team of PhD and Masters researchers in the UC Berkeley EECS and IEOE department working under Prof. Ken Goldberg
- Developed the formulation of a mathematical representation of the continuity of care between patient and doctors
- Modeled the Continuity Coefficient in MATLAB and conducted sensitivity analysis to analyze the behavior of the coefficient's formulation

eBay, Inc. – StubHub - Project Management and Operations Intern

May 2014 – Aug 2014

- Optimized the process cycle of new environment server roles by evaluating the current process and performing root cause analysis
- Initiated and drove the internal operations dashboard project, aiming to give the management team dashboard insights into company productivity and performance metrics by accessing and integrating data from three major, company software tools
- Analyzed requirements for the dashboards by interviewing end users and converting business needs into measurable data points
- Conducted analysis on software systems for the dashboards by identifying dependencies and actions for tool standardization

Deloitte Consulting - Business Technology Analyst, Intern

Jun 2013 – Aug 2013

- Delivered a Salesforce.com (SFDC) solution for the client as part of a 5 member Customer Solutions team
- Learned about the system development life cycle and how it is implemented in the industry to improve systems
- Conducted and assessed SFDC testing to ensure the achievement of all system requirements and validation of business flows

The School Fund (TSF) Nonprofit Organization - User Experience Project Lead

Jan 2011- May 2013

- Led the UX project and conducted a full analysis report to optimize website features and navigation by donors

LEADERSHIP AND ACTIVITIES

UC Berkeley Society of Women Engineers (SWE)

Sep 2011 - Present

Vice President of Corporate Relations

- Realized the career development vision for SWE by fostering the growth of three major professional programs and leading the corporate officer team to drive and improve the corporate to engineering-community relationship for SWE
- Organized the annual engineering career fair and integrated new ideas and opportunities, resulting in a 113% increase in profit, as well as attendance of over 140 Berkeley engineers and 20 Fortune 500 companies

SKILLS AND QUALIFICATIONS

Technical: SQL, Adobe Omniture, MATLAB, Excel, HTML, CSS, JavaScript, Java, Python**Soft Skills:** Strong leadership, planning and organizational skills

HONORS AND AWARDS

Department Citation Award - Industrial Engineering and Operations Research

May 2015

L.J. Craig and Alice Craig Engineering Scholarship Recipient

May 2014

UC Berkeley Leadership Award Recipient

Aug 2013

Tau Beta Pi Engineering Honors Society

Jan 2013

ADDITIONAL INFORMATION

Interests

Jazz and ballet dancer for +10 years, infographics and iconography, Hebrew, and traveling