
EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY

BERKELEY, CA

B.A. in Political Economic II Minor in Environmental Science: Conservation & Resource

May 2016

- Relevant Coursework: Microeconomics (A-) and Macroeconomic Analysis (A-), Calculus Series, Econometrics (IP), Probability and Statistics, Environmental Law (A-), Business Finance
- Activities: Epilepsy SUDEP Case Competition Winner, KPMG Case-Comp Campus Finalist, EY Case-Competition

PROFESSIONAL EXPERIENCE

GOODBY SILVERSTEIN & PARTNERS

SAN FRANCISCO, CA

Research and Analytics Brand Strategy Intern

Jun 2015 – Present

- Conducted brand research using Qualtrics, Ace Metrixs, Simmons, and Mintel and analyzed the results to develop brand development strategies and insights for clients
- Created pivot tables, frequency charts, and cross-tabs to create expenditure and report decks for clients
- Crafted Comcast's quarterly brand perception strategy campaign with a team of 5 and 100k budget
- Clients: Comcast, Adobe, Sonic Drive-In, California Milk Processors Board

IMAGICAL (AMERICAN ADVERTISING FEDERATION)

BERKELEY, CA

Strategist

Sep 2015 – Present

- Developing a national public relations strategy focused on increasing Snapple's U.S. market for the National Student Advertising Competition
- Conducted primary and secondary research to analyze the buying habits, lifestyle trends, and psychographics of the aforementioned segments

ASIAN-TASTY PAN CUISINE RESTAURANT

LOS ANGELES, CA

Promotions Assistant and Cashier

June 2014 – Sep 2014

- Worked part-time as a promotions assistant, cashier, and cuisine server at a local mom-and-pop business
- Increased website traffic by 55% after redesigning the homepage using Webpress and Adobe Photoshop.
- Exercised my proficiency in Mandarin to assist customers and alleviate high stress issues among our staff of 10+

KALX RADIO

BERKELEY, CA

Business and Marketing Intern

Feb 2013 - May 2013

- Controlled business development for the implementation of a beta streaming music app with a team of 4
- Presented KALX app platform and its merits to IBM Corp. under the guidance of under the Professor Niemeyer
- App was featured in the Android mobile market and received over 750 downloads in its first week

LEADERSHIP AND ACTIVITIES

ASCEND BERKELEY CHAPTER - FINANCE AND ACCOUNTING

BERKELEY, CA

Marketing Chair II Career Development and Social Committee Member

Aug 2014 – Present

- Directed and led a group of eight committee members to improve marketing strategies for the organization
- Coordinated workshops focused on career exploration, networking, and recruiting with Deloitte, KPMG, and EY
- Used Lacerte software to help low income families with their taxes as part of the 2015 San Francisco Tax Aid

BERKELEY ENGINEERING AND MENTORS (B.E.A.M.)

BERKELEY, CA

Student Mentor

Jan 2014 – May 2014

- Fostered interest in the sciences for young students by demonstrating a weekly experiment to a class of 15
- Collaborated with 4 team members to create a program of curriculum for students at Thousand Oak Elementary

SKILLS AND INTERESTS

- Software Agnostic in Adobe Photoshop, Lightroom, Excel, PowerPoint, Keynote, HTML, CSS, Java,
- Golf, Basketball (Intramural and NCAA Women's practice squad), Flute, Fantasy Basketball, Proficient in Mandarin