SATOE YOKOYAMA

B.A Applied Mathematics Major
UC Berkeley (Dec 2017)

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Berkeley, CA

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Satoe Yokoyama

Skills

R / Python / HTML / CSS /JavaScript

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Team Management / Marketing Consulting / Digital Marketing

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Adobe Photoshop/ Adobe Illustrator / Autodesk Maya

COURSES

Data Analysis in Psychology ,/ Abstract Algebra / Real Analysis / Complex Analysis / Linear Algebra / Numerical Analysis / Probability / Python

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UDACITY :
Front-end developper nanodegree

Experience

Student Outreach Team Lead / Research Apprentice
UC Berkeley Data Science Education Program (Sep '16 - Present)

> Research about students' experience in data science education on campus by analyzing the conductied interviews
> Consult the marketing strategies to increase the number of enrollment by trageting three different subgroups of students (curious, unaware, and intimitated
> Manage weekly meetings and micromanagement to make sure each team members do their tasks

Digital Marketing Intern in Hong Kong
PAKT Limited Hong Kong (May '16 - Aug'16)

> Increased the number of Instagram's follower to double by analyzing customers' needs and competitors' infomation
> Assisted the overall marketing strategy plans with other interns
> Contributed to creating web contents as well as creating advertisements, banners, and graphics for social media

Member of International Student Advisory Committee
UC Berkeley (Jan '16 - Dec '17)

> Participated as a designer to create contents for its social media
> Created logo and assisted to create its website

Projects

Social Media Use and Psychology (Jan '17 - April '17)
UC Berkeley PSYCH 101 (Data Analysis in Psychology)

> Analyzed data to figure out the social media use's impacts on individual's mental health by conducting an online survey form
> Used R to analyze the data

WomenHack (March 18 2017)
The Expat Woman in SF

> Participated this hackathon as a front-end developer to provide a solution for stigma about STEM education among middle schoolers

Social ImpHacked (Mar 3rd -5th '17)
Remind

> Participated as a web designer to create a solution for a homeless shelter to improve their tutoring system