

# ALEX PALAKIAN

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## EDUCATION

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### University of Southern California

Los Angeles, CA

Bachelor of Science (B.S.), Economics & Data Science / Minor: Environmental Studies

May 2025

- **Relevant Coursework:** Macro- & Micro-Economic Theory, Calculus, Systems Sustainability, Programming Computation, Python Programming, Data Informatics, Statistics

GPA: 3.88

## WORK EXPERIENCE

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### Boo – Social Networking App / iOS Startup

Remote

Product Management Intern

June 2023 – September 2023

- Increased user retainment and activation by ~45% through redesigning user account creation page via Figma and drafting modern push notifications for performance improvement and enhanced consumer experience
- Generated 6 long-term product features for increasing various KPIs by conducting market research, competitor analysis, and trend analysis to problem-solve user complaints

### U.S. Representative Katie Porter – Advisory Board

Irvine, CA

Advisory Intern & Communications Director

August 2022 – May 2023

- Consulted 20+ voting recommendations through legislative research and spearheading surveys to local high schools on congressional bills as data for Congresswoman Porter
- Maintained effective management by organizing e-mails and meeting highlights to a team of 15 through innovative messaging templates

### USC Wrigley Institute

Los Angeles, CA

Environmental Communications & Research Intern

June 2022 – September 2022

- Expanded outreach leads by 50% and university funding by \$2k+ by outlining a go-to-market strategy to visually showcase professors' research in sustainable plastics to key stakeholders
- Yielded 3,000+ social media impressions by digitally marketing research through graphics, educational website pages, promotional videos, presentations, and writing statements.

## LEADERSHIP EXPERIENCE & ACTIVITIES

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### USC Student Sustainability Committee

Los Angeles, CA

Advisor & Research Committee Member

October 2022 - Present

- Outlined USC Sustainability Hub proposal in a collaborative team of 8 through researching building materials, design framework, and cost-benefit analysis to USC's Chief Sustainability Officer
- Defined a quarterly progress sheet toward fossil fuel divestment by meeting weekly with the Investment Office

### USC Environmental Student Assembly

Los Angeles, CA

Director of Finance

August 2023 - Present

- Grew ESA funding by \$10k through consulting with administration to reopen the Green Engagement
- Optimized ESA budget tracker by reducing overspending by 30% through categorizing expenditures with Excel tools into specific problems areas

### USC Undergraduate Student Government

Los Angeles, CA

Associate Director of Media

August 2022 – May 2023

- Amplified social media engagement by 50,000+ impressions through producing consistent short-form videos and employing public figures in university campaigns (VoteOn, AsgmtEarth)
- Restructured media team workflow by establishing short- and long-term content calendars while effectively allocating \$5k for video production usage

### Creative Services Intern

September 2021 – May 2022

- Designed 30+ graphics by developing a new visual brand identity for USG website with an updated style guide
- Organized 20+ years of USC RSO data into condensed orientation brochures by collaborating with USC Archives, USC Housing, and faculty to design accurate layouts

## SKILLS & INTERESTS

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**Computer:** Python, C++, HTML/CSS, Google Suite, Figma, Adobe Suite, Microsoft Office Suite (Excel, PowerPoint)

**Core Competencies:** Project Management, Analysis, Communication, Data Visualization, Market Research, Accounting

**Interests:** Sustainability, Technology, Graphic Design, Coffee, Swimming, Human Behavior