VANIA CRYSTAL HALIM

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EDUCATION

Carnegie Mellon University   May 2025
B.S in Artificial Intelligence & Information Systems + Minor in Business Analytics & Optimization

Imperial College London Business School   May – Jul 2023
Business Analytics + Consulting & Strategy

WORK EXPERIENCE

Chief Marketing Officer @ Capital Grains   Present
- Spearheaded marketing initiatives for CMU's first student-run restaurant startup business
- Increased social media following by 300%, strengthened branding and customer loyalty
- Developed on-the-ground outreach activities, liased with Compass Group (largest foodservice company in Europe)

Data Engineer Intern @ Infocomm Media Development Authority   Jun – Aug 2023
- Developed an automated data pipeline from data sourcing to cleaning and transformation to visualization
- Proficiency in Selenium and Tableau
- Conducted research on GenAI's implications on the work landscape

Teaching Assistant (15-112 Fundamentals of Programming & Computer Science)   Aug 2023 – May 2023
- Head of student support division; wrote extra practice content, coordinated weekly small group sessions for weak students
- Mentored >20 students in developing their own Python-based applications (800-1000+ lines of o
- Taught large group sessions (quiz prep, quiz solution) with 200+ students
- Held weekly recitations and office hours; built students' knowledge from basics to recursion and algorithms

Data Science Intern @ Esme Learning (Ed-Tech startup)   May – Aug 2022
- Developed a text analysis model using machine learning methods
- Implemented a machine learning flow for targeting business questions and improving internal processes

Tech Consultant and Project Manager @ re:Bloom (Non-profit organization)   Aug 2021 – May 2022
- Planned, oversaw and lead team's project to completion while maintaining close communication with
- Utilized Figma and Wix to develop web applications to increase sales for local, women & minority-owned art businesses and salon services
- Conducted market research, user testing, and weekly client meetings

ACTIVITES

Chief Marketing Officer @ Girls Who Code CMU Chapter   Present
- Grew member count by 200%, raised club awareness
- Designed social media content with Figma and Canva

SKILLS & CERTIFICATIONS

AWS Solutions Architect Associate | Python, C, HTML/CSS, JavaScript, SQL, Selenium, Ruby on Rails LaTex | Figma

LANGUAGES

English (Native) | Mandarin (Native) | Indonesian (Native) | Malay (Proficient) | French (Intermediate)