

EDUCATION

University of California, Berkeley | May 2021

GPA: 3.33

B.A. Data Science & B.A. in Economics, *College of Letters & Science* & Minor in City Planning, *College of Environmental Design*

- Coursework: Multivariable Calculus, Linear Algebra and Differential Equations, Introduction to Economics, Foundations of Data Science, The Structure and Interpretations of Computer Programs, Principles of Business, Introduction to City Planning
- Achievements: Out for Undergrad Business Conference (OUBC) Campus Ambassador, Basic Needs Security Case Competition Finalist, Alpha Phi Omega (National Service Fraternity) Active Brother

EXPERIENCE

Out4Business | Berkeley, CA

August 2018 – Present

Business Development and Empowerment Organization for LGBTQ Students | *Vice President of Finance and Operations*

- Ensure success of mission to empower LGBTQ students interested in business through working with an 8-person executive team, focusing on finance and operation related industries, and developing club-wide branding and recruiting methods to ensure the comprehensive professional development and continuous growth.
- Develop relationships with a variety of firms (including Goldman Sachs, Bloomberg, PwC, Bain, KPMG, Deloitte, and more) to host diversity events such as case workshops, info-sessions, and office visits.
- Manage funds and oversees corporate outreach through cold emailing and cold calling, gaining corporate sponsorship to further the professional development of all club members.

Cookly | Bangkok, Thailand

July 2018 – August 2018

Digital Marketing Intern

- Organized digital marketing campaigns through social media channels such as Twitter and Facebook, establishing a strong consumer base and connection with travel/lifestyle bloggers and increased traffic on the Cookly webpage; utilized Adobe Illustrator and Adobe Photoshop to redesign catchy, modern advertisements and illustrations to present to executive team.
- Conducted keywords analysis through monitoring Google Trends, Google Analytics, and tracking SEO trends, and compiled frequent marketing reports for analyzing growth; Launched hyperlocal advertising campaigns that assimilated Cookly into local communities that targeted specific audiences, leading to an all-time high of transactions through the Cookly booking platform.
- Analyzed competitor marketing schemes via extensive research and monitoring website growth trends; developed new concepts and designs for potential campaigns to make Cookly stand out against the competition, outlining the best marketing tactics based on competitor success patterns.

ACTIVITIES/INTERESTS

Associated Students of the University of California | Berkeley, CA

January 2018-Present

Office of the Chief Financial Officer | *Investments Associate*

- Allocate over \$800K to 550 campus organizations via research of past compiled data through Microsoft Excel and Google Forms for the Annual Budgeting and Spaces Allocation applicants, providing funds to alleviate financial burdens on student groups and covering expenses for cultural showcases and professional development resources.
- Draft financial bylaws redirecting ASUC funds to establish a professional development budget for ASUC officials and organizations, allowing ASUC officers to purchase professional resources to help the student community. Bylaws were drafted using Google Docs and Google Sheets, research was done through compiling data and using Microsoft Excel to organize.
- Manage ASUC portfolio for \$900K through fundamental analysis to provide insight on the performance of stocks and bonds through compiling stock pitches and researching different investment strategies.

Assemblywoman Catharine Baker | San Ramon, California

March 2016 – September 2016

District Office Intern

- Recognized constituent achievements through creating hundreds of congratulatory letters and certificates using Microsoft Office and Excel based on researching local newsletters and news sources to identify recipients.
- Led the annual “Stuff the Bus,” an event to fill a bus with school supplies and bring it to underprivileged children from the Livermore Valley Joint Unified School. Cold called and emailed local Livermore businesses to generate awareness for the event and donations, and reached out to community members through tabling for the Assemblywoman during weekly Dublin Farmer’s Markets, and the Orinda Fourth of July Parade.
- Greeted constituents at office front desk, edited and addressed letters regarding constituent concerns about Senate and Assembly bills through researching bills in the office’s intranet.

Interests: LGBTQ+, Tacos, Photography, Spotify, Weightlifting, Yelping, Backpacking, Public Transportation, CSR Initiatives

Skills: Python, R, HTML, CSS, Scheme, Microsoft Office, Google Suite, Mandarin Chinese, Adobe XD, Photoshop