

## EDUCATION

University of California, Berkeley | Haas School of Business

Expected Graduation: May 2021

B.S. Business Administration, B.A. Data Science & Minor in Public Policy | GPA: 3.4 / 4.0

- **Relevant Coursework:** Data Structures, The Structure and Interpretations of Computer Programs, Foundations of Data Science, Data and Decisions, Principles of Business, Intermediate Macroeconomics, Probability and Mathematical Statistics in Data Science
- **Achievements:** Out for Undergrad Business Conference Campus Ambassador, Citi Early Identification Program, Goldman Sachs Pride Summit, Blackstone Future Women Innovators, Develop with Deutsche, JP Morgan Winning Women Commercial Banking, #TechProud with Twitter, BlackRock Fast-Trak to Fintech, Jopwell Scholar, Basic Needs Security Case Competition Finalist

## EXPERIENCE

CA State Compensation Insurance Fund | San Francisco, CA

November 2018 – July 2019

Financial Planning and Analysis | Financial Planning Student Assistant

- Supported FP&A program through performing routine analytical and consultative work to provide financial consulting services and to prepare operating budgets that identified five potential cost savings amounting to \$500 a month.
- Maintain and analyze financial models to track and forecast future performance using Microsoft Excel and Hyperion.
- Audit monthly balance sheets, capital expenditures, profit and loss statements to minimize variance to maintain the FP&A program's credibility, and to propose two cost efficient solutions for the business.

Cookly | Bangkok, Thailand

July 2018 – August 2018

Digital Marketing Intern (Remote)

- Organized digital marketing campaigns through social media channels such as Twitter and Facebook, establishing partnerships with 11 lifestyle bloggers; utilized Adobe Illustrator and Photoshop to redesign catchy, modern advertisements.
- Conducted keywords analysis through monitoring Google Trends & Analytics, and tracking SEO trends; Launched hyperlocal advertising campaigns targeting specific audiences, leading to an all-time high of 38 transactions.
- Analyzed competitor marketing schemes via monitoring website growth trends and compiled frequent marketing reports for analyzing growth; outlined marketing tactics based on competitor success patterns.

## ACTIVITIES

Association for Socially Responsible Business | Berkeley, CA

January 2018 – Present

Business Organization | Impact Investing Risk Project Lead

- Lead impact project determining financial risk analysis of divestment from fossil fuels, with a team of seven members.
- Spearheaded a "Investing in Our Sustainable Future" workshop, teaching over 60 students methods to make concrete investment decisions that help the world around us, through utilizing a virtual trading platform, Wall Street Survivor.
- Synthesized sustainability reports on five companies of different industries, determining what sustainability measures were lacking, in order to increase awareness of the ethical implications of being a responsible consumer, focusing on Diversity and Inclusion.

Associated Students of the University of California | Berkeley, CA

January 2018 – August 2019

Office of the Chief Financial Officer | Business Development and Investments Associate

- Allocated 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.
- Drafted financial bylaws redirecting ASUC funds to establish a professional development budget for ASUC officials.
- Managed 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.

Out4Business | Berkeley, CA

August 2018 – August 2019

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

- Worked with an 8-person executive team to empower LGBTQ+ students interested in business, developing club-wide branding and recruiting methods to ensure continuous growth and professional development.
- Developed relationships with 5 firms (including Blackrock, KPMG, Accenture, and more) to host diversity events such as case workshops, office visits, and a semesterly "QAREER" panel with over 20 students in attendance.
- Managed \$10,000 in funds and oversaw corporate outreach through cold emailing, increasing our corporate sponsorship by 80% to further the professional development of all club members.

## INTERESTS

**Interests:** Sustainability, Photography, Fitness Classes, Public Transportation, Gordon Ramsay enthusiast, Avid Traveler, Casio Watches

**Skills:** Mandarin Chinese (Fluent), Java (Basic), Python (Basic), HTML/CSS (Basic) Microsoft Office, Google Suite, Adobe XD