

EDUCATION

University of California, Berkeley | December 2020

B.S. Business Administration, *Haas School of Business*, & Minor in Data Science, *College of Letters & Science*

- Relevant Coursework: Data Structures, The Structure and Interpretations of Computer Programs, Foundations of Data Science, Data and Decisions, Financial Accounting, Introduction to Finance, Managerial Accounting, Probability and Mathematical Statistics in Data Science

EXPERIENCE

The Blackstone Group | New York, NY

May 2020 – August 2020

Blackstone Innovations | *Product Management/Development Intern*

- Performed five week design sprint for Blackstone's Investor Portal rebrand to ensure user efficiency across suite of applications using Adobe XD, Microsoft Excel, Google Analytics, Tableau, and A/B testing, reducing use time by an average of 23%.
- Led user testing and analytical research sessions to understand user interactions and drive intuitive, consistent, and human-centered design for investors and limited partners, using Google Analytics and Tableau, as part of current rebrand efforts.
- Initiated "chummings" program across summer analyst class, using Microsoft Excel to randomly pair interns in an effort to connect analysts together despite remote circumstances, receiving over 85% participation.

Entrepreneurial Business Incubator | Berkeley, CA

January 2020 – June 2020

Energy Biosciences Institute | *Administrative Assistant*

- Reintroduced the Entrepreneurial Business Incubator (EBI2) through marketing campaigns, analytical research on biotechnology startups, and creating content for social media channels through Microsoft Excel and Adobe Suite.

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.
- Maintained and analyzed financial models to track and forecast future performance using Microsoft Excel and Hyperion.
- Audited monthly balance sheets, capital expenditures, profit and loss statements to minimize variance to maintain the FP&A program's credibility, and proposed 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.

ACTIVITIES/INTERESTS

Association for Socially Responsible Business | Berkeley, CA

January 2018 – January 2020

Business Organization | *Finance Project Lead*

- Headed 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 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.
- 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

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

- 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: Sustainability, Photography, Peloton, Ethics in Tech, Diversity and Inclusion, Gordon Ramsay enthusiast, Public Transportation

Skills: Mandarin Chinese, Adobe XD, Adobe Photoshop, Microsoft Excel, Java, Python, R, Google Suite, HTML/CSS, Tableau.

Publication: *Skateboarding is fun. It can also be ecofriendly.* Sustainability Times, March 2020

