

Caroline J. Chen

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Education

University of California, Berkeley

May 2021

B.A. Statistics & B.A. Data Science

GPA: 3.38

- **Relevant Coursework:** Linear Modelling, Statistical Prediction & Machine Learning, Probability for Data Science, Computing with Data, Data Structures, Structure of Computer Programs
- **Certificates:** Design Innovation, Entrepreneurship & Technology

Work Experience

Cisco

San Jose, CA

Business Analyst Intern

Feb 2019 - Present

- Generating churn prediction probabilities by building statistical models on datasets with 200,000+ rows in R
- Creating a recommendation feature using user-based collaborative filtering in Python for digital learning library
- Collaborating with business operations and sales teams to analyze the effectiveness of email marketing tactics

GlobalGiving (PBL)

Washington, D.C.

Contract Project Manager

Feb 2019 - Present

- Leading team of 5 to provide positioning recommendations for an analytics product in the nonprofit community
- Holding workshops for analysts with no design experience on how to create visual, informative presentations

Minted (SUSA)

Berkeley, CA

Contract Data Consultant

Jan 2019 - Present

- Developing object detection algorithm by combining the Histogram of Gradients algorithm with CNN
- Collaborating with a team of 6 to build a classification system for postcards on Minted's database

Amplitude (PBL)

San Francisco, CA

Contract Consultant

Aug - Dec 2018

- Conducted market research to develop Partner Program that streamlines use of product analytics software
- Designed mockups for a partner portal in Adobe XD to optimize communication with partners and clients
- Highlighted partner opportunities and recommended acquisitions to increase potential for scalability

Goodly Labs

Berkeley, CA

Marketing & PR Lead

Jun - Sep 2018

- Created and managed team of 6 to improve user interaction by redesigning the website's interface from scratch
- Rebranded organization to increase target demographic's unique viewership by 240% within 3 months

Extracurricular Activities

Statistics Undergraduate Student Association (SUSA)

Berkeley, CA

Research & Publications Director

May 2018 - Dec 2018

- Mentored 14 committee members in academic writing and data analysis languages, including R and Python
- Hosted a symposium for members to present projects and network with other data science clubs on campus

Berkeley Phi Beta Lambda (PBL)

Berkeley, CA

Technology Committee Chair

Aug 2017 - Dec 2018

- Constructed workshops in R and Adobe Creative Cloud for 6 committee members with no prior experience
- Initiated relations with other data-driven campus organizations to show the application of analytics in business

Skills

Technical: Python, R, Java, HTML/CSS, Adobe Creative Suite, Sketch

Business: Agile, Market Research, Growth Strategy, CSR