

# ASHLY MARQUEZ

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## OBJECTIVE

Business Administration student at UC Berkeley with experience in product strategy, consulting, market research, and data-driven decision-making, seeking internship or full-time opportunities across business functions.

## EDUCATION

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**University of California, Berkeley-** Berkeley, CA

August 2023 – May 2027

Bachelor of Science, Business Administration and Management

- Leadership Scholarship (Departmental Award)
- **Coursework:** Financial Accounting, Managerial Accounting, Concepts in Computing with Data, Business Communication, Microeconomic Analysis for Business Decisions
- **Leadership:**
  - Frontera at Berkeley – Social Engagement Director
    - *Led campus engagement initiatives, secured sponsorships, and coordinated large-scale student events to strengthen community involvement.*

## PROFESSIONAL EXPERIENCE

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**Extern, Inc.,** New York City, NY

**Product Management Extern, BeReal**

July 2026 – Present

- Designing and prototyping new app features to support BeReal's growth objectives, utilizing industry-standard tools.
- Facilitating focus groups and structuring surveys to evaluate prototype usability and potential impact, synthesizing participant feedback into actionable design recommendations.
- Developing and delivering a professional proposal deck integrating research insights, competitive benchmarking, user testing outcomes, and a go-to-market rollout plan.

**Social Media Content & Brand Strategy Extern, TikTok**

May 2026 – July 2026

- Developed advanced data analysis skills by conducting qualitative and quantitative research to uncover customer insights related to Gen Z trends, behaviors, and preferences for audio devices.
- Leveraged Python, data science libraries, and natural language processing tools like Gemini AI to perform sentiment analysis and visualize consumer feedback across multiple audio device brands.
- Synthesized insights and presented findings through a detailed data dashboard and visual presentations for actionable business strategies.

**Roots Consulting at Berkeley,** Berkeley, CA

February 2026 – May 2026

**Pro Bono Consultant, El Tiny Cafe**

Developed strategic recommendations for a local business through market research and analysis.

- Researched digital marketing strategies of competing Berkeley cafés and developed case study decks evaluating paid advertising, SEO, and influencer marketing tactics.
- Executed cold email outreach to 5–10 UC Berkeley organizations to generate catering leads and expand the client's B2B pipeline.
- Delivered a final strategy presentation synthesizing pricing, branding, and market research findings into recommendations supporting a 10% revenue growth objective.

## ACTIVITIES & OTHER INFORMATION

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**Technical Skills & Tools:** Microsoft Excel, Python, R, Canva, Google Workspace, Gemini AI

**Business Skills:** Market Research, Competitive Analysis, Data Analysis, Consumer & User Insights, Data Visualization, Strategic Recommendations

**Languages:** Spanish, English