Evelyn Paik

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Education

University of California, Los Angeles (UCLA) **Los Angeles, CA**
*B.S. Statistics and Data Science (**Relevant Coursework:** Principles of Economics)* *Expected June 2030*

Fullerton Union High School (FUHS) **Fullerton, CA**
*High School Diploma (**GPA:** 4.0/4.0, 4.7 Weighted) (**SAT:** 1530/1600)* *Graduated May 2026*

- **Awards:** PVSA (Gold), AP Scholar with Distinction, Rotary Club Top 100, Scholar Athlete, Academy of the Arts Completer
- **Coursework:** AP Statistics, AP Calculus BC, AP US Government, IB Anthropology | **SAT:** 770 Math, 760 Reading/Writing

Experience

Yze Agency **Los Angeles, CA**
Digital Marketing Intern *Aug 2025 - Oct 2025*

- Tracked KPIs and recommended adjustments that contributed to a 10% increase in conversions and an 18% increase in ROAS.
- Produced and edited 60+ advertisement visuals, descriptions, and captions for 6 campaigns on Shopify, Meta, and Google Ads.
- Evaluated brand identities, researched market competitors, and determined target audiences for 7 LA-based fashion boutiques.

Paik Private Tutoring **Fullerton, CA**
Self-Employed Tutor *Jun 2025 - Jun 2026*

- Helped students in grades 4-12 elevate their SAT scores by 200+ points and improve classroom grades by up to 2 letter grades.
- Designed individualized math, reading, writing, and SAT prep curricula for 10+ students, adapting to different learning styles.
- Managed parent communication, service promotion, lesson scheduling, billing, and client relationships as a self-employed tutor.

Penn State Business Opportunities Summer Session **State College, PA**
Participant *Jun 2025*

- Developed proposal for an AI-powered platform matching students to off-campus housing, projecting profitability over 5 years.
- Evaluated risks and developed a marketing strategy targeting 500 users by year one and expansion to 4 campuses by year two.
- Secured third place in the case competition, pitching to a panel of five industry professionals and two Smeal College professors.

Leadership & Involvement

Alliance for Sustainability **Fullerton, CA**
Co-Founder & Outreach Committee Director *Aug 2022 - May 2026*

- Coordinated 24 campus-wide used paper drives and recycling initiatives, collecting recyclable materials across 30+ classrooms.
- Created 20+ educational videos about waste reduction, recycling drives, and composting for school-wide video announcements.
- Partnered with SustainSoCal to review campus sustainability practices across 5 categories and develop a composting initiative.

California Scholarship Federation (CSF) **Fullerton, CA**
Vice President & Member *Aug 2022 - May 2026*

- Increased club membership and event participation by roughly 30% by leading application workshops for prospective members.
- Organized 8 service events annually in partnership with external volunteer organizations, retirement homes, and various clubs.
- Helped coordinate 35+ meetings, deliver monthly collaborative presentations to 150+ members, and track members' eligibility.

FUHS Dance Production **Fullerton, CA**
Student Choreographer *Aug 2022 - May 2026*

- Choreographed 10 original dance routines in contemporary, hip-hop, jazz, and musical theater styles, spanning 8 performances.
- Designed 120+ dance formations and transitions, using choreographic techniques to create visual layers and dynamics onstage.
- Led two rehearsals per week, teaching choreography and conveying the artistic storyline to groups of 4 to 18 advanced dancers.

God's Image Ministry **La Mirada, CA**
Volunteer Youth Dance Teacher *Sep 2021 - Aug 2026*

- Created and taught choreography to classes of 50+ fourth and fifth graders, adapting instruction and pacing across skill levels.
- Helped coordinate 175+ rehearsals and 10 large performances, record attendance, and foster an inclusive learning environment.
- Led small-group rehearsals to improve choreography retention and confidence ahead of performances before audiences of 700+.

Skills and Interests

Skills: Google Ads, Meta Ads, Shopify, Social Media Marketing, Ad Campaign Performance Analysis, Canva, CapCut Video Editing
Interests: DJ Mixing, Snowboarding, Surfing, Pickleball, *Friends* (TV Sitcom), Fall Baking, New York Bagels, Charcuterie Boards