

EDUCATION

University of California, Davis: Agricultural and Environmental Sciences, 3.779 GPA B.S in Managerial Economics, Minor in Statistics	Davis, CA Sep 2024 - Jun 2028
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PROFESSIONAL EXPERIENCE

Caltrans, Sacramento, CA	Sep 2025 - Jun 2026
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STUDENT DATA ANALYST

- ♦ Classified and standardized multiple NAICS datasets using Excel, improving data reporting accuracy and filling incomplete records to support reporting and analysis
- ♦ Cleansed and validated Caltrans datasets to maintain data accuracy and write monthly public reports for internal and external stakeholders, utilizing data visualization to bring insights to life
- ♦ Reviewed contracts against internal standards and organized them into a secure database to support regulatory compliance
- ♦ Coordinated communications across departments and companies to streamline daily updates and communicate priorities

Bemused, Seoul, South Korea	Jun 2026 - Aug 2026
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K-BEAUTY BUSINESS OPERATIONS & MARKETING INTERN | ANALYTICS

- ♦ Created biweekly data analytics reports analyzing user engagement across content categories to inform content and e-commerce strategy for digital experience transformation
- ♦ Gained experience in performance marketing by monitoring performance and engagement metrics across 25+ TikTok posts to identify trends and create cohesive brand marketing to improve customer retention and engagement
- ♦ Sourced and managed influencer and digital campaigns, coordinating cross-border communication and tracking supply chain package fulfillment to support product launches
- ♦ Supported program management across multiple concurrent digital marketing campaigns, coordinating timelines and priorities to ensure consistent brand execution
- ♦ Utilized project management and problem-solving skills to prioritize tasks and campaigns, contributing to improved internal practices and an increase in content output

PROJECTS

STA 106, Davis, CA	Fall 2025
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STATISTICAL VARIANCE ANALYSIS GROUP PROJECT

- ♦ Conducted one-way and two-factor ANOVA analysis in R on 150+ observations to evaluate how profession and region affect technology salaries, utilizing advanced mathematics and statistics
- ♦ Applied hypothesis testing, Box-Cox transformations, and outlier diagnostics to validate model assumptions and improve statistical fit, demonstrating strong analytical skills
- ♦ Calculated effect sizes and pairwise/non-pairwise confidence intervals to quantify and interpret each factor's impact, developing a presentation to communicate the team's recommendations

ADDITIONAL EXPERIENCE

Davis Chinese Dance Team, Davis, CA	Dec 2024 - Present
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PUBLICITY DIRECTOR

- ♦ Manage multiple digital platforms (Instagram, RedNote), tracking audience engagement and designing promotional materials
- ♦ Increased annual audition participation by 125% by optimizing outreach strategies and targeted marketing campaigns
- ♦ Leveraged collaboration skills to facilitate communication between international companies and the team, ensuring project alignment
- ♦ Conducted requirements gathering with international sponsor companies to understand expectations and align sponsorship terms, managing relations and contracts

SKILLS

Technical Skills: R, Structured Query Language (SQL), Microsoft Excel (Pivot tables, VLOOKUP), Basic Python, Accounting, PowerPoint

Analytics: Data Analysis, Data Visualization, Statistical Analysis, Process Improvement