

KAREN YEUNG

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EDUCATION

University of California, Berkeley

B.A. Economics, Dean's List Fall 2023 and Spring 2026

GPA: 3.7/4.0

May 2026

Yonsei University, Seoul, KR

Study Abroad, Spring 2024

Notable Courses: Statistics and Probability, Microeconomics, Macroeconomics, Econometrics, Economic Law, Principles of Business, Brand Identity & Graphic Design, Startup Fundraising

PROFESSIONAL EXPERIENCE

Product Marketing Intern

Berkeley, CA

Jumbo

July 2024 - June 2025

- Managed a \$5,500 ad budget across Meta and TikTok platforms, contributing to a growth in user downloads from 160 to 4,000+
- Developed and executed a multi-series social media campaign, driving +195,000 views and +1550 shares
- Recruited and led the first U.S. marketing team, implementing key workflows to streamline team operations
- Presented weekly reports on trends and opportunities for marketing optimization, identified through analyzing campaign performance data

Growth Specialist Intern

Seoul, KR

Dreamfora

March 2024 - June 2024

- Directed TikTok marketing campaigns, increasing post views by 350,000 and like count by 67%, regularly auditing campaign performance metrics to ensure compliance with strategic growth targets
- Conducted UX research to launch 130 new service offerings ("Pre-Made Dreams"), enhancing user experience and retention
- Maintained a 96% user satisfaction rate by managing and responding to 10-15 Google reviews daily through a CRM system, efficiently addressing user concerns within 24 hours

Founder, Ecommerce Business

Los Angeles, CA

Heartcult | Depop

May 2020 - February 2024

- Analyzed growth and ecommerce KPIs such as conversion rate, store traffic, and customer satisfaction, contributing to an increase in gross profit by 462% within the first 6 months
- Generated over \$50,000 in profit through B2C marketing strategies, optimizing product pricing and placement based on market research and data trends
- Fulfilled 1,279 orders and optimized inventory replenishment by identifying high-demand products from sales data
- Maintained 580 five-star reviews by actively engaging with customers and addressing their pain points, strengthening brand reputation and positioning

Marketing Intern

Berkeley, CA

oakpool

November 2022 - December 2022

- Performed website audits on clients, identifying opportunities for improvement in user experience, website architecture, and SEO to boost client profitability and enhance brand image
- Conducted research and analysis on industry trends and best practices to inform blog content

LEADERSHIP EXPERIENCE

Director of Marketing | Student Organization

Berkeley, CA

The Berkeley Project

February 2022 - May 2025

- Utilized Instagram Reels to create a viral video campaign that garnered +99,000 plays, elevating brand awareness
- Created 6 T-shirt designs for 4,500 volunteers, promoting the organization for the largest on-campus volunteer event
- Led and taught design tools such as Canva to a team of 6 to enhance content creation and marketing campaigns

Co-founder | Student Organization

Berkeley, CA

Honeybee @ Berkeley

May 2022 - December 2023

- Managed budget allocation for recruitment materials and executed marketing strategies on social media platforms, resulting in 130+ student applications during the first recruitment cycle
- Secured 4 partnerships through cold email outreach to 50 businesses and managed communications between clients and internal teams, ensuring seamless information flow
- Organized 3 professional workshops tailored to internship-seeking members, resulting in a 60% increase in club engagement

Marketing & Public Relations Director | Student Organization

Berkeley, CA

Azure @ Berkeley

February 2023 - May 2023

- Oversaw a team of 3 to plan and execute a successful on-campus event in partnership with Hero Cosmetics, achieving 100% product distribution within 2 hours

SKILLS & CERTIFICATIONS

Skills: Microsoft Office Suite, A/B Testing, KPI Reporting, Creative Strategy, Consumer Research, Canva, Figma, Notion

Interests: Pickleball, Sustainable Fashion, Street & Film Photography, Sci-fi Books, Beauty/Skincare, Asian Cuisines