

# Serena Chan

43 Carleton Avenue, Daly City, CA 94015 | (650) 255-5261 | serenacha@berkeley.edu

## EDUCATION

**University of California, Berkeley** | May 2020

Berkeley, CA

*Bachelor of Arts, Economics | Minor, Data Science*

**GPA: 3.70**

**Relevant Coursework:** Macro & Micro Economic Analysis, Concepts of Probability, Intro to Data Science, Economic Demography

**Upcoming Coursework:** Financial Economics, Psychology and Economics, Computational Structures in Data Science, Introduction to Business Analytics

## WORK EXPERIENCE

**GPI US Inc.**

Japan (Kanazawa, Toyama, Wakayama, Kishiwada)

*Summer Empowerment Intern*

*July 2018-August 2018*

- Educated 400+ Japanese High School students on language communication skills and leadership in a globalized society
- Managed group discussions in English on empowerment topics such as identity, positive thinking, confidence, and teamwork
- Strengthened students' public speaking and English abilities by leading activities, debates, and individual/group presentations
- ❖ *Cultivated leadership & management skills through working with students, interns, and teachers on empowerment topics*

**Accelo**

San Francisco, CA

*Customer Success & Account Management Intern*

*January 2018-Present*

- Collaborated with the Account Management team to provide solutions to client inquiries regarding the Accelo software
- Identified the cause behind decline in DIY clients' efficiency by running 5+ A/B tests on our email marketing campaigns
- Optimized Customer Success' weekly sheet with account upgrades and studied pattern of churn rates, generating 30+ reports
- ❖ *Refined customer service/relationship skills and developed knowledge regarding ServOps, SaaS, and CRM*

**Center for the Built Environment**

Berkeley, CA

*Survey Coordinator*

*June 2017-July 2018*

- Managed and maintained frequent contact with 50+ internal/external clients through phone and email
- Prepared over 60+ final reports analyzing the survey results, comparing the building spaces to the benchmark scores
- Utilized Microsoft Office and Adobe Creative Cloud to design a new database system that is more user friendly and efficient
- ❖ *Honed my interpersonal and problem-solving skills while gaining team building qualities and data analytical techniques*

## LEADERSHIP & ACTIVITIES

**Undergraduate Marketing Association**

Berkeley, CA

*Design Consultant*

*January 2018-Present*

- Provided organizations from NPOs to start-ups with creative/promotional materials that strategically reached target audiences
- Consulted clients on marketing and branding concerns and designed 20+ mobile interfaces based on user research
- Utilized graphic design software such as Adobe Illustrator, Photoshop, and Sketch to create logos, posters, and web designs
- ❖ *Explored UI/UX design and programming principles while also enhancing my online creative and personal style*

**Basic Needs Security: UC Berkeley**

Berkeley, CA

*Finance Intern*

*September 2017-December 2017*

- Prepared 10+ cost analysis reports and initiated 5+ cash flow models for goal of food insecurity eradication
- Issued over 40+ reimbursement forms for campus activities and submitted payment requests for events
- Collaborated with the Berkeley Food Institute to create a budget allocating funds for the Sustainable & Just Food Project
- ❖ *Developed strong communication abilities and conducted thorough research to negotiate deals with local businesses*

## ADDITIONAL SKILLS & INTERESTS

**Skills:**

- **Interpersonal:** Detail-oriented, organized, strong communicator, ability to work in a team, leadership
- **Design/Software:** Microsoft Word, Excel, PowerPoint, Qualtrics, Adobe Photoshop, InDesign, Illustrator, HubSpot
- **Technical:** HTML5, CSS3, jQuery, JavaScript, R, Python

**Languages:** fluent in English and Cantonese, intermediate in Mandarin, elementary in French

**Interests:** web design, graphic design, learning new languages, kayaking, swimming, rock-climbing, attending musicals