MADDY CHEN

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EXPERIENCE

JUV Consulting · Director of Research
June 2020 - Current · Remote
• Oversee all quantitative analysis, including projects for Fortune 500 clients
• Spearhead product rebranding and design of JUV's global network of 3000+ members by setting OKRs, A/B testing, market research, user surveys

Tech Gals Podcast · Founder & Host
Apr. 2020 - Current · Berkeley, CA
• Interview engineers, founders, and execs to amplify minority voices and start conversations about ally ship and support in tech; 1200+ downloads
• Design, record, edit, and organize all website, episodes, sponsorships, and strategic digital marketing campaigns

Fidelity Investments · Software Engineering Intern
May 2019 - Aug. 2019 · Durham, NC
• Prototyped and built a backend data analysis tool to match employee skillsets to projects; increased productivity by 300%
• Automated subscription process between mainframe and Oracle databases

Vidora · Product Marketing Intern
May 2018 - Aug. 2018 · San Francisco, CA
• Developed AdWords and LinkedIn campaigns, generating 40,700+ total impressions, boosting click through rate by 115% and impressions by 160% to generate 1400+ sales leads with $1000 budget
• Analyzed ML features and models to create new use cases and conclusions

LEADERSHIP & ACTIVITIES

Associated Students of University of California · Senator
May 2020 - Current
• Elected by 40,000+ Berkeley students to represent on campus tech, data science, and social good communities
• Primary liaison between students and campus officials; compiled resources reaching 10000+ students, hosted first virtual tech fair for 500+ attendees

Computer Science Mentors · Data Structures Course Instructor
Sept. 2019 - May 2020
• Mentored 6 mentors weekly by discussing pedagogy tips and technical content
• Taught groups of 5 students with mini-lectures and problem-based worksheets

Global Leadership Organization · Founder, President, Director
Oct. 2017 - May 2019
• Created Berkeley's first on-campus org that specializes in leadership training
• Led GLO's largest US Summit, increasing participating by 300% to 120+ by partnering with 15+ organizations, managing 20+ students and professionals
• Launched social media campaigns generating 30,000+ impressions and earned $800 of sponsorship from Google

EDUCATION

University of California, Berkeley
· Aug. 2017 - May 2021
B.A. Data Science
B.A. Economics
Coursework: Data Structures, Algorithms, Data Mining, Artificial Intelligence, Probability and Statistics, Microeconomics, Macroeconomics, Econometrics

SKILLS & LANGUAGES

Python, Java, SQL, R, Jupyter, NumPy, Pandas, Microsoft Suite, Adobe Suite, SEO/SEM, Chinese (Fluent)

PROJECTS

BalliNN
• Built various ML models by extracting NBA series and player data to create predictions for playoff placements
• Implemented n-game difference vectors to create probability weights to predict the likelihood of the winning team

Twitter API Analysis
• Extracted Trump's tweets for data cleaning, visualization, lexicon sentiment analysis, and engagement based on text polarity

AWARDS

Leadership Award Recipient 2018 - 2019
· *California Alumni Association*
Merit-based scholarship that recognizes innovative, motivational leadership

Rewriting the Code Fellow 2018 - Current
Selected amongst a number of Fellows to lead, connect local members, and foster community