

NAOMI JENG

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EDUCATION

University of California, Berkeley

August 2022 - May 2024

- B.A. in Economics, SCET Certificate in Entrepreneurship & Technology
- Cal Alumni Leadership Scholar 2022-23
- Relevant Courses: Intermediate Microeconomics/Macroeconomics, Econometrics, Fundamentals of Blockchain, Probability and Statistics, Analytic Calculus and Geometry

Cumulative GPA: 3.7/4.0

Santa Monica College

June 2021 - June 2022

- A.A. in Economics and Behavioral/Social Sciences - *Scholars Program; Dean's Honor List*
- Relevant Courses: Principles of Microeconomics/Macroeconomics, Financial Planning, Elementary Statistics, Political Economies, Global Issues, Marketing, Communications

GPA: 4.0/4.0

EXPERIENCE

Amazon, GTM Strategy and Analytics Intern (Master's Program)

June 2023 - August 2023

- Leveraged data analysis techniques to build Tableau dashboards and analyze user engagement for 10M+ consumers, showcasing 33 KPIs related to enterprise member inflows/outflows and impact type which provided the Analytics Engineering and Enterprise teams with enhanced monitoring capabilities and updated/validated data
- Utilized SQL and Excel to generate 8 comprehensive reports, including MoM forecasts, trending analysis, and cost savings analysis which were presented and passed on to stakeholders in Client Success, Finance, and Strategy teams for future use
- Collaborated with cross-functional teams, including Sales and Client Growth, to conduct sales analytics and GTM strategies for 25+ markets, driving critical insight generation and delivering impactful business insights to senior leadership

Streetwear Online Retail Startup, Product Manager, Designer, Entrepreneur

May 2020 - Present

- Spearheaded the comprehensive product development journey of 4 unique custom streetwear products, from designing prototypes to executing GTM strategy, incorporating prototyping, A/B testing, and continual iteration
- Generated 1.15M impressions and secured partnerships with top industry brands (Amiri, Kith) and other relevant streetwear designers through a strategically executed social media marketing campaign on Instagram
- Developed an online marketplace that managed web traffic, electronic payments, shipping, and customer support channels in order to fulfill orders; donated 100% profits to Feeding America (equivalent to 10K meals)

Aliway, Business Owner

September 2019 - Present

- Maximized sales revenue by transforming an initial investment of \$150 into \$60,000 through the launch of an online retail reselling business utilizing cloud servers to efficiently source and distribute high-demand streetwear, tech products, and digital assets
- Boosted average annual revenue by 500% for a client base of 1000+ by analyzing sales data and executing product adjustments

Alo Yoga, General Sales Associate

July 2021 - February 2022

- Increased sales by developing high-end customer service skills and implementing innovative marketing tactics
- Initiated ideation for alternate product placement strategies, collaborating with the visual merchandising team to drive sales growth
- Utilized proficient Spanish and Mandarin language abilities to support guests, leading to a growth in repeat and loyal customers

LEADERSHIP & ACTIVITIES

180 Degrees Consulting – Environmental Defense Fund (EDF), Senior Strategy Consultant

January 2023 - Present

- Conducted two surveys (one broad, one targeted) to establish engagement preferences across different donor segments, exploring existing EDF motivation segmentation information and crafting questions to connect key issues to outreach method preferences
- Contributed to the creation of a strategy plan to engage current donors and reach new audiences, including a series of recommendations for new pathways to engagement and suggested improvements to existing engagement opportunities with EDF

DECA Inc., Vice President of Mentorship for Beverly Hills Chapter

May 2020 - June 2021

- Catalyzed 60+ club members' competition readiness by delivering presentations, sharing study tactics, and organizing meetings, resulting in over half of members advancing to the regional and state competitions
- Guided club members to success by leading weekly professional development sessions and serving as a senior mentor

SKILLS, LANGUAGES, & INTERESTS

- Skills: Adobe Creative Cloud, Microsoft Office, Salesforce, SQL, R, Python, Tableau, Web Design (Shopify, Squarespace), Interpersonal Communication, Adaptability, Detail-Oriented, Project/Team Management, Prioritization, Accountability
- Languages: Mandarin (conversational), Spanish (conversational)
- Interests: Cooking (recipes from my grandparents' Taiwanese restaurant), Travel (especially love crafting itineraries), Music (ranges from Drake to Nicholas Britell to Brahms), Fitness (1st degree black belt in Taekwondo and at-home pilates enthusiast)