

Sophia Chen, MBA

Product Strategy | Tech Operations | Digital Transformation

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— SUMMARY

Motivated and detail-oriented undergraduate seeking a summer internship in marketing or communications to leverage strong analytical thinking, creative problem-solving, and a deep interest in consumer behavior. Eager to contribute to innovative brand strategies, collaborate within dynamic teams, and gain hands-on experience in a fast-paced, growth-oriented environment that values initiative and fresh perspectives.

— EDUCATION

Master of Business Administration (MBA)

2025

University of California, Berkeley, Haas School of Business

- Focus: Product Management & Corporate Strategy
- Leadership: VP of Technology Club, Chair of Women in Leadership Conference (2,000+ attendees).
- Experiential Learning: "International Business Development" – Consulted for a Fintech startup in Mexico City, developing their 3-year US market entry strategy.

Bachelor of Arts in Economics

2024

University of California, Los Angeles (UCLA)

- Honors: *cum laude*, Dean's List (All Semesters)

— PROFESSIONAL EXPERIENCE

MBA Summer Associate – Product Strategy

June 2024 – August 2024

Salesforce | San Francisco, CA

- Spearheaded a market analysis for a potential AI-integration feature within Sales Cloud; sized a \$50M total addressable market (TAM) opportunity over 3 years.
- Conducted 20+ user interviews with enterprise clients to identify pain points in the current workflow, influencing the Q4 product roadmap.
- Collaborated cross-functionally with Engineering and UX Design teams to define MVP requirements, ensuring technical feasibility while meeting customer needs.

- Presented final "Go-to-Market" recommendation to the VP of Product, securing executive buy-in for a pilot launch in Q1 2025.

Senior Consultant, Strategy & Operations
Deloitte Consulting | San Francisco, CA

June 2024 – August 2024

- Spearheaded a market analysis for a potential AI-integration feature within Sales Cloud; sized a \$50M total addressable market (TAM) opportunity over 3 years.
- Conducted 20+ user interviews with enterprise clients to identify pain points in the current dashboard workflow, directly influencing the Q4 product roadmap.
- Collaborated cross-functionally with Engineering and UX Design teams to define MVP requirements, ensuring technical feasibility while meeting customer needs.
- Presented final "Go-to-Market" recommendation to the VP of Product, securing executive buy-in for a pilot launch in Q1 2025.

— LEADERSHIP & ACTIVITIES

**VP of Career Development,
Haas Tech Club**

- Designed and executed a 12-week "Product Management Bootcamp" for 50+ first-year MBA students, resulting in a 90% summer internship placement rate for participants.
- Managed a \$15,000 annual budget to host 10+ industry panels and networking mixers with alumni from Google, Meta, and Stripe.

**Co-Chair, Women in Leadership (WIL)
Conference**

- Led a cross-functional team of 12 students to organize a 500-person summit; secured \$40,000 in corporate sponsorships from firms like Adobe and Goldman Sachs.
- Sourced and prepped 15 keynote speakers, increasing year-over-year attendance by 20% and achieving the highest Net Promoter Score (NPS) in the event's history.

— SKILLS & INTERESTS

- Certifications:** Certified Scrum Product Owner (CSPO), SQL for Data Science (Coursera).
- Tools:** Tableau, JIRA, Google Analytics, Python (Basic).
- Interests:** Marathon Runner (SF Marathon 2023), Urban Gardening, Ethical AI Tech Policy.

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Warm regards,

Volen Vulkov

Co-Founder

