

# CELINA YOU

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## EDUCATION

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### Duke University

B.S. Computer Science, Psychology, Entrepreneurship

Durham, NC

Aug 2020 – May 2024

- **GPA:** 3.9 (Dean's List with Distinction)
- **Relevant Coursework:** Data Structures, Computer Architecture, Data Analysis and Statistical Inference, Discrete Mathematics, Database Systems, Design and Analysis of Algorithms, Product Management

## WORK EXPERIENCE

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### Microsoft

Product Manager Intern

Redmond, WA

May 2023 – Aug 2023

- Engineered and implemented an automated configurable alerts feature for Azure Edge + Platform, slashing unwanted expenditure by \$300,000+ used by 10,000+ customers
- Led and executed launch of the alerting feature utilizing low-code tools (Kusto, SQL, Power Automate) in 12 weeks through cross-functional collaboration across Engineering, Design, and Marketing teams
- Interviewed 50+ customers to distill worldwide customer pain points into concrete specification requirements and KPIs

### Atomic VC

Portfolio Company: Jumpcut Media

San Francisco, CA

June 2022 – Aug 2022

Product Fellow

- Conducted 100+ customer interviews and orchestrated A/B tests to launch NFT project Uppercut Training Club
- Spearheaded and devised effective strategies for social marketing campaigns, resulting in a 212% increase in followers and 530% spike in engagement rates
- Led collaboration with Product and Engineering teams to integrate new payments partner for 46% increase in CSAT
- Identified pain points and standardized development sales CRM, OKRs, and SOPs across cross-functional teams

### Tesla

Data Engineering Intern

Fremont, CA

Apr 2022 – July 2022

- Designed and engineered pipelines to systematize data according to dynamically selected user inputs resulting in a 23% reduction in overall material waste
- Constructed and deployed customer-facing dashboards using Pyspark & Javascript, serving 22,000 employees
- Conducted user interviews, reshaping data into comprehensible KPIs to enhance reporting optimization

## PERSONAL PROJECTS

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### Celfstudio

Founder

Thousand Oaks, CA

Apr 2018 – Present

- Established eCommerce sticker business generating 5 figures in revenue, facilitating 600+ sales, and 10 partnerships
- Cultivated viral Instagram page (@celfstudies) driving product promotion to global audience of ~30,000 followers
- Directed daily operations encompassing product management, graphic design, production, marketing, A/B testing, financial management, website design, inventory, and customer service

## LEADERSHIP & COLLABORATION

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### Dorm Room Fund

Head of Creative

Cambridge, MA

Aug 2023 – Present

- Led DRF's online growth strategy, resulting in a 17% engagement increase and a 29% follower growth across platforms
- Collaborated cross-functionally with Operations Principal, General Partner, Investment Teams, and founders to optimize daily fund operations and spearhead venture community expansion

### The Cube LLC

President & Social Head

Durham, NC

Sep 2022 – Present

- Pioneered the development of Duke's premier entrepreneurship-focused organization of 50+ members and providing guidance for their initiation and management of personal ventures

## SKILLS & INTERESTS

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- **Technical Skills:** SQL, Java, R, Python, Pyspark, Javascript, Microsoft Office, Adobe Creative Cloud, Figma, SEO
- **Certifications:** Bloomberg Market Concepts (2022), HubSpot Inbound Marketing & Digital Marketing (2021)
- **Other Interests:** graphic design, UX/UI, journaling, writing, traveling, sustainable fashion, art, golf