

CHRISTINA AKIRA YOH

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EDUCATION

Duke University | *Trinity College of Arts and Sciences* | *Durham, NC*

August 2020-May 2024

B.S. in Statistics | Minor in Computer Science | Innovation and Entrepreneurship Certificate

- **GPA:** 3.96/4.00
- **Relevant Coursework:** Financial Accounting, Case Studies in Innovation and Entrepreneurship, Social Marketing, Building Global Audiences
- **Study Abroad:** Jan 2023 - June 2023 at University of New South Wales

WORK EXPERIENCE

Bain and Company | *Associate Consultant Intern* | *Boston MA, United States*

June 2023 - August 2023

- Assisted in developing Made in America projects' investment strategy for a Fortune 500 energy management company
- Conducted industrialization assessments through wrangling financial data, creating visualizations, and drawing insights to present to C-suite
- Researched investor profiles and growth opportunities to support LT's meeting with sales teams of a data and records management company
- Drafted competitor, customer, and expert call guides and led expert interviews to draw insights on customer sentiment and competitive landscape

Magical | *Influencer and Digital Marketing Intern* | *Remote, United States*

June 2022 - Sep 2022

- Conducted targeted outreach to over 50 influencers on Youtube and Tiktok; communicated with and closed partnerships with 8 influencers with total reach of over 2 million followers
- Launched Magical's Tik Tok account and ran 10+ content experiments; presented strategy, audience, content, and results to marketing team

Merck & Co. | *Global Data Operations Intern* | *Boston MA, United States*

June 2022 - Aug 2022

- Used Excel to identify areas of unnecessary data collection by looking for patterns and trends across clinical trials, estimate their impact, and prepared recommendations for larger Clinical Trial Operations Team which manages 280 late-stage clinical trials worldwide
- Researched, generated metrics, and performed diagnostic of effectiveness and efficiency for current change management communication channels using Microsoft Power BI to present to Change Management Team
- Led discussions with 90+ department employees on robotic automation and artificial intelligence business use cases in Clinical Trial Operations

Kunduz (YC S'18) | *Growth Intern* | *NYC, United States*

January 2022 - July 2022

- Ideated, filmed and edited daily Tiktoks for Kunduz, helping reach 1.2M views, 13.7% growth rate, and >10% engagement in the last 60 days
- Participated in growth brainstorming sessions with founders and marketing team to develop brand initiatives, including launching campus brand ambassador programs on over 10 campuses to expand Kunduz's U.S. customer base

EXTRACURRICULAR INVOLVEMENT

Duke Business Oriented Women | *VP of External Initiatives*

September 2022-May 2023

- Spearheaded inaugural Spring Innovation Internship Program with 100+ applicants, matching 13 members to work at startups in the RDU region
- Coordinated and led biannual Intercollegiate Mixer between 150+ women at 10+ universities across the U.S.
- Lead first external initiatives committee to foster stronger connections with alumni, local Durham community, and wider intercollegiate network

Duke Business Oriented Women | *VP of Membership*

September 2021-September 2022

- Spearheaded first hybrid fall and spring recruitment cycles with 250+ undergraduate females in attendance; coordinated informational events like activities fair, info sessions, resume review, social events, and interview prep sessions
- Collaborated with DEI committee to increase diversity recruitment through DEI info sessions and picnics, increasing DEI applicants by 20%
- Planned, developed, and executed new member programming for over 80 new members, including overview of business, specific sphere panels (finance, consulting, tech, marketing, diversified industries), and instituted coffee chats to forge stronger connections within the organization
- Initiated and co-lead first membership committee to increase engagement and interest of BOW within Duke

Duke Asian Intersvarsity Christian Fellowship | *Small Group Leader*

September 2020-Present

- Plan and led weekly bible study and discussion sessions to 10 students to facilitate important conversations around topics of faith
- Discipled 2 freshmen throughout the year, establishing strong relationships and being a support system during their transition onto campus

Youtube | *Content Creator*

April 2020-Present

- Independently managed Youtube based on lifestyle and college-related content; ideated, filmed, and edited all videos
- Amassed 795k views, 47k hours of watch time, and over 3.9k subscribers

SKILLS, INTERESTS, & AWARDS

- **Skills:** Chinese (Proficient), Japanese (Conversational), Python (proficient), R (proficient), Java (proficient), SQL (proficient), C (proficient), Final Cut Pro, Adobe Creative Suite, Microsoft Office Suite
- **Other Involvements:** Duke Delta Sigma Pi Business Fraternity, Cube Entrepreneurship SLG, Brownstone SLG
- **Interests:** Distance running, cooking, weightlifting, trying different cuisines, social media management, content creation, traveling
- **Awards and Achievements:** Dean's List with Distinction, Burdell-Wood Female Scholar Athlete of the Year, 3-Year IASAS Scholar, 4-Year Varsity in Cross Country and Track and Field, AP Scholar with Distinction, Excellence in Biology & Chinese Award, Exemplary Service Award