

# HELEN PANG

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Personal Website: <https://helenlpang.github.io/>

## EDUCATION

<b>Harvard University</b> BA in Statistics, Honors. Secondary in Economics. Citation in Korean Language.	May 2023
<b>Harvard Business School Online</b> CRe Credential of Business: Financial Accounting, Economics for Managers, Business Analytics	Sept. 2020
<b>Oracle Certification: Java SE 8 Programmer</b> (Exam 1Z0-808)	Sept. 2018

## TECH & LEADERSHIP EXPERIENCE

<b>YouTube</b> <i>Associate Product Manager Intern – YouTube Shorts Ads Formats</i>	Mountain View, CA June 2022 – Aug. 2022
<ul style="list-style-type: none"><li>Aligned Eng/UX/PM stakeholders to launch new ad formats on Shorts that are more immersive, performant, and engaging</li><li>Unlocked \$300M ARR revenue for Shorts by pushing an innovative format through Eng/UX reviews, enabling new ad demand</li><li>Synthesized user research, advertiser goals, and YouTube Shorts Ads OKRs to lay out guiding principles and a 1-year roadmap</li></ul>	
<b>Amazon</b> <i>Software Developer Engineer Intern – Amazon Advertising</i>	New York, NY Aug. 2021 – Nov. 2021
<ul style="list-style-type: none"><li>Built and deployed corrections portal for advertising managers to edit current brand classifications by the Orpheus Brand API</li><li>Coded APIs to merge brand classifications with existing corrections and add data to the DynamoDB Corrections database</li></ul>	
<b>Google</b> <i>STEP Intern – TypeScript / JavaScript Team</i>	Sunnyvale, CA June 2021 – Aug. 2021
<ul style="list-style-type: none"><li>Implemented complete support for the 2022 ECMAScript public class fields feature for the JavaScript Compiler</li><li>Executed parsing/printing, support in the checks and optimizations, and transpilation of public class fields</li></ul>	
<b>Harvard Business School</b> <i>Data Research Assistant</i>	Cambridge, MA Feb. 2022 - present
<ul style="list-style-type: none"><li>Researched into optimal design for open innovation challenges run by NASA at the Laboratory for Innovation Science at Harvard</li><li>Perform natural language processing, sequencing analysis, and data visualization to analyze the effectiveness of crowdsourcing</li></ul>	
<b>Zesti</b> (Tech Startup) <i>Co-founder</i>	Cambridge, MA Jan. 2021 – Jan. 2022
<ul style="list-style-type: none"><li>Spearhead product design, lead UI/UX studies, and raised \$1000+ funding for Zesti, a dating app startup launching Fall 2022</li><li>Secured 2+ business partnerships with local restaurants where users can redeem discounts after matching on the app</li></ul>	
<b>Harvard Association for US-China Relations</b> <i>Conference Director</i>	Cambridge, MA Sept. 2019 – Dec. 2020
<ul style="list-style-type: none"><li>Directed logistics for 1400 attendees of HSYLC, the largest student-run educational conference in China, amidst the COVID crisis</li><li>Developed conference curriculum to train and educate the future leaders of the US and China</li></ul>	

## ENTERTAINMENT EXPERIENCE

<b>Seoul Broadcasting Station</b> <i>Global Content Business Team Intern</i>	Seoul, South Korea Feb. 2021 – June 2021
<ul style="list-style-type: none"><li>Devised pitching strategy and developed relationships with American executives for co-productions of SBS' unscripted formats</li><li>Mapped out competitive landscape and generated contacts for SBS' entry to the Korean pop concert industry in America</li></ul>	
<b>Janet Yang Productions</b> <i>Film + TV Development Intern</i>	Los Angeles, CA Sept. 2021 – Dec. 2021
<ul style="list-style-type: none"><li>Provide in-depth coverage, notes, and creative feedback of incoming material of scripted and unscripted film and TV projects</li><li>Evaluate potential talent, screenwriters, directors, and IP in film, television, and short form content, with an AAPI focus</li></ul>	

## SKILLS & ACCOLADES

**Technical:** Java (Oracle Certified), Python, C, SQL, R, JavaScript, React, Git, HTML/CSS

**Olympiads:** USA Computing Olympiad Silver, American Invitational Mathematics Exam (AIME) Qualifier, MIT Math Prize for Girls

**Scholarships:** US Presidential Scholar Semifinalist, Coca-Cola Scholar Semifinalist, National Merit Finalist (ACT: 36)