Dylan Cheng

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# EDUCATION

**University of California, San Diego** Jun ‘27

*Bachelor of Science in Cognitive Science, Minor in Data Science*  **GPA: 3.89**

# WORK EXPERIENCE

**Adwave** Aug. ’24 — Present

*Strategy Analyst*La Jolla, CA

* Conducted SWOT, audience, and competitive analysis to drive strategic decisions and guide direction of NSAC
* Performed 20+ hours of research to identify strategies for connecting with the consumer and analyzing existing initiatives
* Collaborated with team of 9 to draft a pre-screening survey, develop 100+ interview questions, and interview 60+ individuals

**Cornerstone Community Consultants** Oct. ‘23— Present

*Project Manager*La Jolla, CA

* Researched 17 potential expansion districts and performed demographic analysis for 35+ areas for local business expansion
* Performed SWOT analysis, customer segmentation, market analysis, and utilized an SCQA framework to formulate a proposal
* Developed presentation for fashion eyewear expansion with team of 4, placing 2nd in club intramural competition

**Lululemon** Sep. ’24 — Present

*Educator*La Jolla, CA

* Delivered exceptional customer service by actively engaging and providing personalized recommendations on 100+ products
* Collaborated with 70+ team members to create a welcoming, inclusive environment and a seamless shopping experience
* Exceeded store sales goals by aiming for a 3:1 UPT and a 25% conversation rate while maintaining the store’s cleanliness/visual

**Golden Designs Inc.** Jun ‘24 — Sep. ‘24

*Data-Entry Intern*Ontario, CA

* Managed 150+ products in back-end systems ensuring consistency and accuracy with updates across 3 databases
* Developed 4 websites utilizing Shopify, integrating and cross-referencing data from back-end systems
* Drafted a comprehensive 2-page summary encompassing 250+ updates to Excel spreadsheet for 150+ dealers

**Mind4Youth** Mar. ’24 — Jun. ‘24

*Marketing Intern*La Jolla, CA

* Developed marketing campaign highlighting the use of social media to expand mental health awareness among Gen Z
* Conducted 15+ hours of research on Gen Z and young adult trends to develop targeted outreach strategies for this audience
* Designed 6 Instagram stories and posts addressing 3 distinct mental health topics for company’s daily post use

# VOLUNTEERING

**Crocheting For The Homeless (Founder)**

* Initiated the ideation process to determine strategies for aiding individuals in the local community for the winter season
* Volunteered 300+ hours learning how to crochet and making 12 beanies alongside 100+ bracelets
* Facilitated discussions with district officials to distribute 40+ beanies to families in need within the local community

# ADDITIONAL SKILLS/PROGRAMS

**Languages:** English (native), Mandarin (fluent)

**Programs:** Deloitte Leadership, Allyship, and Mentorship Program (DLAMP)