EMILY NAM

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EDUCATION

San Francisco State University • Lam Family College of Business   **Cumulative GPA: 3.84; Major GPA: 3.9/4.0**
Bachelor of Arts in Economics   *Expected Dec 2025*
- Honors: **Dean's List** (FA 2023, SP 2024, FA 2024, SP 2025, FA 2025)

PROFESSIONAL EXPERIENCE

SFSU Lam Family College of Business • CSU Consortium for Global Education Division   **San Francisco, CA**
Instructional Student Assistant (ISA) & Teaching Assistant (TA)   *May 2025 - Present*
- Selected by faculty in both programs to assist in Econometrics instruction for multiple sections and semesters, emphasizing regression analysis, ANOVA tables, multivariate correlation and variance analysis, sampling methods, descriptive & inferential statistics, time series forecasting
- Guiding students in data analysis using Excel and Stata, focusing on applied modeling, hypothesis testing, visualization
- Aiding conducting data cleaning and transformation, coding, and interpretation of large economic datasets for applied research to strengthen analytical thinking and business data literacy across 100+ undergraduate cohorts

Jina Bakes (2025) • Philz Coffee (2021-2025)   **San Francisco, CA**
Front-of-House Supervisor & Espresso Barista • Shift Supervisor & Certified Trainer   *Oct 2021 - Oct 2025*
- Manage daily FOH operations, including coffee service, customer interaction, order management, payment reconciliation
- Monitor and maintain sales metrics and performance trends, operational forecasting, quality assurance, inventory control & order tracking through POS systems & Excel dashboards; reporting menu, operational, & inventory decisions to improve revenue efficiency
- Trained and supervised 7+ staff, ensuring seamless coordination between front and back of house on teams with 20+ members

Fu Hui Hua by Yuji • Nara on Haight • Dumpling Kitchen • Chef Lang   **San Francisco, CA**
Digital Media Marketing Strategy & Operations Management • VIEW PORTFOLIO   *Feb 2023 - Mar 2025*
- Developed and optimized Squarespace websites with custom HTML/CSS integrations for SEO optimization, CMS with integrated analytics, email marketing, payment systems
- Managed FOH operations, reservations, and payment workflows (Acuity + Stripe + PayPal Integrations), enhancing booking efficiency and guest experience
- Led multi-platform content and marketing campaigns (B2B & B2C), cross-company and creator collaborations, and review optimization within given financial budgets, leading to ~40% follower growth, improved retention and new store openings
- Analyzed sales and customer data using Excel and analytics dashboards for KPI reporting to drive data-informed decisions, optimize conversion opportunities, and boost overall operational efficiency and revenue across multiple restaurant concepts

PROJECTS & SKILLS • VIEW PORTFOLIO

Full research reports and data analysis portfolios available at the link above

Opioid Epidemic Economic Impact Study   *May 2025*
- Built panel data and time-series regression models (pooled OLS & fixed-effects panel regressions) in Stata using national datasets (BEA, BLS, CDC, CMS, KFF, US Census Bureau) to quantify socioeconomic and labor market costs of opioid misuse
- Performed data preprocessing & cleaning, normalization, and variance decomposition for policy forecasting

Smart Growth & Urban Development Evaluation   *Mar 2025*
- Utilized cross-sectional and panel regression analysis (3SLS) in Stata to assess Smart Growth policy outcomes on infrastructure investment and sustainable development
- Designed Excel-based dashboards and visualizations to summarize statistical findings (data trends), regression outputs, and policy implications

More Projects:
- Tobacco Consumption & Tax Elasticity Analysis (Mar 2025), Housing Market Dynamics and Price Volatility Analysis (Dec 2024)

Technical Skills & Core Competencies
- **Data Analytics & Statistical Modeling:** Excel (PivotTables, VLOOKUP, ANOVA, Visualization), Stata, Google Sheets
  - Basic queries & exposure: R, SQL, Power BI, Tableau, Domo, Looker
- **Marketing & Web Tools:** Squarespace + HTML/CSS, CMS, SEO, DNS hosting, G Analytics, Meta Business Suite, Yelp for Business, Menu11, Payment Integrations, Canva, Adobe Creative Cloud