CHARLOTTE BELKE

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EDUCATION

Chapman University, Argyros College of Business and Economics

Bachelor of Science in Business Administration, Emphasis in Entrepreneurship   **Class of 2024**

Relevant Coursework: Financial Management, Information Systems, New Product Development, Digital Marketing

Fowler School of Engineering Minor in Data Analytics

Relevant Coursework: Econometrics, Data Science, Enterprise Data Management

Charles III University of Madrid, Study Abroad Spain   **January 2023 – June 2023**

Relevant Coursework: International Business Management, International Marketing, Organization Behavior

CERTIFICATIONS

Chapman Certificate of Applied Statistical Analysis   **December 2023**

Proficient in statistical analysis and forecasting, applying various methodologies to extract insights from data sets

Bloomberg Certificate   **December 2023**

Certified in Bloomberg Financial Tools, enabling advanced data analysis and understanding of financial markets

🔗 PROJECTS

Subscriber Optimization Analysis | 2023	Estrella Galicia Export Plan | 2023	Amazon Operations Audit | 2022
Airline Twitter Sentiment Analysis | 2023	Fit Foods Inc. Entrepreneurship | 2023	Grad Hack - Product Design | 2022
Digital Marketing - Contra Coffee | 2023	Zara IT Solutions Implementation | 2022	Del Taco Consumer Analysis | 2021

EXPERIENCE

Scale AI – Remote   **March 2024 – Present**

AI Prompt Engineer, Freelance

- Conducted thorough reviews, fact-checking, research, and copywriting for diverse AI projects.
- Collaborated with the German Team to provide feedback, ensuring high-quality AI engagement and project success.

2B Advice LLC – Remote**, Carlsbad, CA**   **January 2020 – February 2023**

Marketing Coordinator / Intern

- Created daily Social media posts for a robust brand presence for 2b Advice's SaaS on LinkedIn, Twitter, and Facebook to increase follower engagement by 7%, demonstrating proficiency in social media platforms and basic design skills in Adobe InDesign and Canva
- Conducted market research, copywrote and translated relevant Data Privacy Content published on the Company website to engage potential customers using SEO, WordPress, and Google Analytics, increasing website traffic by 8%
- Tracked and analyzed campaign key performance indicators (KPIs) and marketing analytics to optimize future marketing efforts and gained hands-on experience in a fast-paced digital marketing environment

Chapman University – Orange, CA   **August 2021 – June 2022**

Resident Advisor

- Interacted with residents in a team of 9 to establish rapport and offer assistance when required
- Enforcing campus laws, directing residents to appropriate resources, and aiding in times of crisis
- Provided mentorship and support to a diverse group of residents, fostering a positive and inclusive community
- Created social and learning events for residents to help foster relationships with peers

SKILLS & INTERESTS

Computer and Data Visualization Tools:

- Tableau, Python, R (basic), SQL (basic), Business Intelligence, Statistical Analysis, SEO, WordPress, Microsoft Excel expertise, Slack, Teams, WordPress, Digital marketing, keeping KPIs,

Languages: German (native), Spanish (advanced understanding, basic speaking), English (native)

Interests: Golf, Travel, Skiing, Pinterest, Fashion, Sumdoku

VOLUNTEER WORK & ORGANIZATIONS

Gamma Phi Beta, *Member*   **Since 2020**

- Attended weekly meetings and played a key role in successfully raising $80,000 for the Girls on the Run organization through the coordination and execution of the highly successful "Airbands" event.

NSCS, *Member*   **Since 2021**

- National Society of Collegiate Scholars member inducted for academic excellence and scholarship