

Claresta Audrey Tjandra

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EDUCATION

The Hong Kong University of Science and Technology **Hong Kong**
Bachelor of Science in Biotechnology and Business *September 2023 - Present*

- Cumulative GPA: 3.407
- Activities and Societies: Entrepreneurship Ambassador, Exchange Buddy, HKTDC Trade Ambassador

Hanyang University **Seoul, South Korea**
Hanyang International Summer School 2024 *July 2024*

EXPERIENCES

The Hong Kong University of Science and Technology **Hong Kong**
Research Assistant *February 2025 - Present*

- Contributed to research on cilia genes by evaluating knockout efficiency and generating CRISPR KO cells, advancing understanding of their functions in cellular biology.
- Developed comprehensive skills in CRISPR genome editing under supervision, including designing guide RNAs (gRNAs), producing recombinant plasmids for CRISPR knockout (KO), and conducting gene editing to generate knockout cells.

GUTolution **Hong Kong**
Quantitative Marketing & Digital Transformation Intern *September 2024 - December 2024*

- Implemented a comprehensive social media content strategy for Instagram and Facebook by creating a content calendar, resulting in a 40% increase in brand visibility and a 30% boost in engagement.
- Initiated and executed targeted email marketing campaigns using Mailchimp, achieving a 53.8% open rate, resulting in a 15% increase in customer retention over three months.
- Utilized Google Analytics and Instagram Insights to gather insights on audience demographics, engagement patterns, and content preferences, increasing overall reach by 50%.

The Hong Kong University of Science and Technology **Hong Kong**
Research Assistant *September 2024 - December 2024*

- Develop and implement research protocols to investigate genetic variants associated with brain cancer, focusing on genetic variant hotspots and Alu elements.
- Conduct Inter-Alu PCR to amplify specific genomic regions and analyze PCR products for size selection.
- Construct genomic AluScan DNA libraries, ensuring proper adherence of samples to sequencing flow cells for Next Generation Sequencing (NGS).

ALL-in Eduspace **Jakarta, Indonesia**
Copywriter *August 2021 – January 2023*

- Developed steady customer engagement by conceptualizing and managing monthly email newsletters, resulting in a 30% increase in open rates and a 25% boost in click-through rates over six months.
- Implemented SEO strategies to maximize copy's reach which resulted in a 96% on-page SEO score.
- Conducted comprehensive SEO keyword research to develop tailored content for various online platforms, which led to a 50% growth in social media followers and a 20% rise in blog engagement.

ORGANIZATIONS / EXTRACURRICULAR ACTIVITIES

USThing **Hong Kong**
Marketing Assistant *October 2024 - Present*

HKUST Southeast Asian Students' Association **Hong Kong**
Design and Media Committee *October 2024 - Present*

MUSTI (HKUST Indonesian Students Association) **Hong Kong**
Design and Media Committee *October 2023 - Present*

- Initiated a welcoming event for Indonesian freshmen, drawing over 50 attendees and featuring five game stations throughout the HKUST campus, achieving 98% participation rate among the freshmen students.
- Led the design team in creating Instagram posts and stories for MUSTI's events using Canva, alongside developing content for Instagram Reels, resulting in an 82% boost in social media engagement.

LANGUAGES, SKILLS & PROGRAMS

Languages: English, Chinese, Indonesian **Skills:** Copywriting, SEO, MS Office, Canva, Mailchimp

Certifications: Thermo Fisher Scientific Genetic Sciences Program, McKesson Leadership in Global Healthcare Program