

# NATALIE LAM JOHNSON

Los Angeles, CA | [natalie.l.johnson@usc.edu](mailto:natalie.l.johnson@usc.edu) | (626) 271-6422 | [linkedin.com/in/natalie-lam-johnson](https://www.linkedin.com/in/natalie-lam-johnson)

## EDUCATION

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**University of Southern California, Marshall School of Business and Viterbi School of Engineering** **Los Angeles, CA**  
Bachelor of Science in Artificial Intelligence for Business (Major GPA: 4.00/4.00) **May 2028 (Expected)**

- Relevant Courses: Statistics and Data Science, Python, C++, Organizational Behavior and Leadership, Financial Accounting, AP Calculus, AP Physics, AP Computer Science Principles

## AWARDS

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USC Presidential Scholar, National Merit Scholar, Dean's List, Gold President's Volunteer Service Award, 2023 Enterprise Leadership Conference 2nd place, AP Scholar with Distinction

## LEADERSHIP & EXPERIENCE

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**DataSC** **Los Angeles, CA**  
Business Analytics Project Member & Director of Marketing **Aug 2024–Present**

- Utilize machine learning and classification algorithms in customer churn prediction project to identify customers at risk for leaving service and recommend personalized retention strategies
- Perform data collection, preprocessing, dataset analysis, classification model building and training, hyperparameter optimization, and model evaluation for actionable insights
- Developed and executed marketing strategies to boost club enrollment, engagement, and communication

**USC Marshall School of Business & USC Viterbi School of Engineering** **Los Angeles, CA**  
Governance Officer **Jul 2024–Present**

- Advocate for student needs and perspectives by serving as a liaison between the student body and program leadership, facilitating communication and ensuring student feedback informed curriculum and policy decisions
- Collaborate with faculty and administrative staff to promote equitable policies, increase student engagement, and drive initiatives focused on diversity, inclusion, and academic success

**Marshall Artificial Intelligence Association** **Los Angeles, CA**  
Project Member **Aug 2024–Present**

- Conduct artificial intelligence research towards club initiatives in R Studio, exploring uses for AI in real-world applications
- Participate in artificial intelligence workshops run by professors and students to learn about future of AI and data analytics

**USC Vietnamese Student Association** **Los Angeles, CA**  
Executive Board Intern **Aug 2024–Present**

- Support 12-member executive board with event planning, communication, and outreach, leading to successful execution of organizational initiatives, such as fundraisers, cross cultural events, and community outreach events
- Assist Director of Finance with financial planning, fundraising \$5,000 for 300-person cultural event serving the larger Southern California VSA union
- Shadow executive board members to gain insight into future leadership roles and responsibilities, including Internal VP, External VP, Finance Director, Admin, and Marketing & Media

## INTERESTS

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**USC Intramural Water Polo** **Los Angeles, CA**  
Competing Athlete **Aug 2024–Present**

- Compete in league tournaments against other universities, representing USC with sportsmanship and competitive spirit
- Contribute to planning and set up of rigorous practice and tournament schedules

**Villa Sport Athletic Club** **San Jose, CA**  
Swim Instructor, Coach, & Lifeguard **Apr 2023–Aug 2024**

- Instructed & mentored students of all ages in lifesaving swimming skills in over 200+ lessons
- Responded to workplace medical emergency & performed in-water saves

**West Coast Aquatics & Milpitas Aquatics Club** **San Jose, CA**  
Competitive Swimmer & Swim Meet Official **Jan 2015–Jul 2023**

- Swam in year-round competitive meets for West Coast Aquatics/Milpitas achieving A and BB times
- Officiated swim meets and verified competition times

## SKILLS

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- C++, R Studio, Python, HTML/CSS, JavaScript
- Microsoft Excel, Microsoft Word, Microsoft PowerPoint
- Vietnamese Language & ASL Sign Language
- Lifeguarding with CPR/AED for Professional Rescuers and First Aid Certification