Julia Shih

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EDUCATION

University of Southern California   Los Angeles, C.A.
Degree: B.S. Business Administration   May 2018
Dean's List; 1 Semester   **GPA:** 3.536

University of California, Irvine   Irvine, C.A.
Degree: B.A. Business Economics   September 2014 – June 2015
Dean's List; 2 Quarters   **GPA:** 3.636

EXPERIENCE

CooperVision, Pleasanton, C.A.   June 2016 – August 2016
Digital Marketing Intern
- Orchestrated and launched email campaign for 3 different company products using Eloqua
- Monitored social media activity and customer sentiment through daily reports made on Oracle SRM
- Designed webpages which were selected to use by the company out of the 15 interns

Delta Electronics, Fremont, C.A.   July 2015 – December 2015
Marketing Intern
- Created and designed email blasts optimized for target audience
- Studied and translated key product indicators (KPIs) of various business groups within the company
- Created promotional landing page for new product

Asian Americans for Community Involvement, San Jose C.A.   June 2013 – September 2013
Marketing Intern
- Researched public policy in the Asian American community
- Revitalized the program Vision New America into LEAD (Leaders for Education, Advocacy and Democracy) and designed the logo

LEADERSHIP & INVOLVEMENT ACTIVITIES

Taiwanese American Organization, Los Angeles C.A.   August 2016 – Present
Director of External Affairs
- Reach out to other organizations on campus to coordinate joint events
- Develop and present pitches to the Undergraduate Student Government to receive funding

Beta Alpha Psi, Los Angeles C.A.   January 2017- Present
Director of Fundraising
- Plan and coordinate fundraising activities throughout the semester to raise over $5000 to be reinvested into Beta Alpha Psi
- Manage and collect funds on a weekly basis from over 170 members

SKILLS

Languages: Mandarin Chinese (Fluent); Spanish (Elementary Proficiency)
Applications: SAS, Python, Google Analytics, Microsoft Suite, Eloqua, Oracle SRM, and Mail Chimp
Interests: Dance, DIY Crafting, Golf, Puzzles