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| Christopher Chui  10640 Madrid Road Cupertino CA 95014 I chuich@usc.edu I 408.429.9377 |

**EDUCATION**

**University of Southern California, Los Angeles, CA**

*January 2011 – present*

*Gordon S. Marshall School of Business*

*B.S., Business Administration, Information Operations Management, Management Operations*

**WORK EXPERIENCE**

**Don’t Panic Leisure Products, Los Angeles, CA**

*Business Intern Summer 2012*

* Evaluated company supply chain inadequacies and developed contingency plans to mitigate time and cost setbacks
* Spearheaded the online marketing campaign for the newest company product utilizing internet advertising tools such as Google Adwords
* Examined cost breakdown inefficiencies within the company and presented to owner viable changes to reduce the bottom line

**Meriwest Credit Union, San Jose, CA**

*Marketing Division Intern Summer 2009*

* Served as brand management champion, responsible for ensuring that the credit union’s brand image was consistent across all client facing materials
* Helped to prepare reports for national credit union competitions
* Hosted seminars to promote awareness regarding the importance of financial sustainability and wellness

**LEADERSHIP & INVOLVEMENT**

**Los Angeles Community Impact (LACI), Los Angeles, CA** *January 2011 – Present*

*Director of Fellowship*

* Initiated programs and events to strengthen the bonds within the organization that included aspects of marketing, membership retention, and social activities
* Organized a chapter retreat by maintaining responsibilities of contacting the realtor, coordinating activities and members, and managing the retreat budget

*Project Team Leader*

* Created a strategic marketing plan for a tutoring center that focused on helping disadvantaged kids accepted into college
* Led regular status meetings and team communications with client personnel to keep our projects on track and in line with client expectations

**Alpha Phi Omega (APO), Los Angeles, CA**  *January 2012-Present*

*Vice President of Membership*

* Responsible for managing and initiating changes to the membership roster of over 100 individuals
* Planned and coordinated organization wide events by maintaining communication with various executive board members and managing budget constraints

*Pledge Class President*

* Organized and developed pledge class community service projects both within USC and around the Los Angeles area
* Created a pledge elected board committee to help field concerns and questions from the pledge class

**Science Outreach, Los Angeles, CA**  *January 2012-Present*

* Created and implemented science experiments in an attempt to inspire elementary school students to seriously pursue their education in the future
* Managed a team of individuals into a single cohesive teaching body to streamline the students’ experience

**SKILLS AND INTERESTS**

* Microsoft Office Suite, including Outlook, Excel, and PowerPoint
* In Progress: SAP Specialization
* Interests include football, video games, food