

# LAN LIEM

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## OBJECTIVE

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An ambitious and results driven professional looking to obtain a marketing position where I can leverage my experience in event coordination and brand & social media marketing to promote growth for the company

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## RELEVANT EXPERIENCE

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### **HolyCraft Brewing Company**

San Francisco, CA

*Event Coordinator & Marketing Assistant*

Aug 2014–Current

- Spearheaded promotional events resulting in expansive brand recognition
- Selected Project Experiences:
  - Facebook Promotional Party
    - Hosted tasting party at Facebook Headquarters for over 100+ employees, successfully yielding \$2500 worth in Facebook ads yearly
  - 1 year Anniversary Event/East Bay Launch
    - Expanded Holy Craft into the East Bay, coordinated with bar management to put on a successful entertainment event
  - Kiip Company Industry Mixer
    - Increased brand recognition through heavy mobile app advertisement by collaborating with Kiip

### **Dishcrawl**

San Jose, CA

*Event Coordinator & Marketing Assistant*

Mar–Aug 2013

- Solely established and led multiple large-scale food tasting events in the South Bay/San Jose area, resulting in sales of over \$2500 each, successfully selling out several events
- Executed marketing strategies by publishing online blogs & advertising publications
- Created new procedure using Online Analytics Tools to record website traffic, doubling ticket sales
- Managed social media outlets including E-mails, Twitter, Instagram, and Facebook posts, which resulted in thousands of webpage hits daily

### **Office of Congressman Sam Farr**

Washington D.C.

*Intern*

Dec 2011–June 2012

- Successfully published six constituent letters on behalf of Rep. Farr, through legislative research on topics including: Monsanto, the US Dept. of Agriculture, Animal Welfare, and CISPA.
- Increased voter turnout by directly calling constituents and educating them on current legislation; effectively securing Rep. Farr an additional couple of thousand of votes
- Responsible for drafting press releases and memos from Congressional hearings, resulting in clear communication between Congress members and ensuring a faster legislative process

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## OTHER EXPERIENCE

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### **The Cheesecake Factory/P.F. Chang's Restaurant Groups**

SF/Bay Area, CA

*Server/Hostess*

Nov 2012–Current

- Awarded Employee of the Month (Sept. '14) for demonstrating excellent customer service.
- Promoted to Lead Hostess and managed all Host trainings.
- Exceeded monthly sales through effective promoting and advertising; Increased guest satisfaction by 10%

**California State Summer School for Mathematics and Science (COSMOS)** Santa Cruz, CA  
*Senior Residential Assistant & Event Coordinator* May 2010-Aug 2012

- Programmed 50+ educational and creative recreational activities throughout the duration of the camp
- Managed the entire Residential Team and provided connection between Admin and student staff.

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## EDUCATION

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### **University of California, Santa Cruz**

- B.A. in Political Science & History, *2012*
- Student Senate President, *2011-2012*

### **University of California, Washington D.C.**

- Congressional Research Seminar
- Office of Congressman Sam Farr

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## SKILLS, ACTIVITIES, AND INTERESTS

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Technical Skills: MS Word, Excel, Powerpoint, Outlook, Photoshop, Adobe Reader, HTML, Movie Maker

Languages: Fluent in English; Conversational Proficiency in Vietnamese

Interests: Dance/Choreography, Clarinet & Piano, Veganism & Animal Welfare