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Lan Liem

**EDUCATION**

**University of California, Santa Cruz**  Santa Cruz, CA

B.A. in Political Science; Minor in History, *2012*

• Student Senate Chair, *2011-2012*

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

• Congressional Research Seminar

• Office of Congressman Sam Farr

**RELEVANT EXPERIENCE**

**Dishcrawl**  San Jose, CA

*San Jose Dishcrawl Ambassador* Mar–Aug 2013

• Coordinated and hosted large-scale food tasting events in various neighborhoods in the South Bay/San Jose area.

• Publicized Dishcrawl events and gained exposure for the company through consistent media outreach and online blog/advertising publications, successfully selling out several events.

• Effectively collaborated with local restaurants to bring them new customers and bring attention to their finest culinary creations.

• Brought exposure to the San Jose food scene through large scale social media outreach with E-mails, Twitter, Instagram, and Facebook posts, which reached thousands of people daily.

**Invo** San Francisco, CA

*Promotions Team* Mar–May 2014

• Promoted Invo’s Coconut water during their product launch by reaching specifically targeted clientele.

• Recorded positive and critical comments from consumers to compare with similar market competitors.  
• Compiled and analyzed comments, using the results to find the best approach to attract new buyers.

**Office of Congressman Sam Farr** Washington D.C.

*Intern* Dec 2011–April 2012

• Drafted constituent letters on a wide range of topics, including the environment, tourism, and animal welfare. Some of these letters went on to be mailed to thousands of constituents in the Central Coast.

• Assisted in front desk tasks, including answering phone calls, greeting guests, and sorting mail and faxes.

• Attended hearings and briefings and drafted memos for office staff assistants

• Led Capitol tours to constituents and visitors.

**OTHER EXPERIENCE**

**Various Restaurants** SF/Bay Area, CA

*Server/Hostess* Nov 2012-Current

• Awarded Employee of the Month (Sept. '13) for demonstrating excellent customer service.

• Promoted to Lead Hostess and oversaw all Host trainings.

**California State Summer School for Mathematics and Science (COSMOS)** Santa Cruz, CA

*Senior Residential Assistant* May 2010-Aug 2012

• Programmed dozens of educational and recreational activities throughout the duration of the camp

• Provided Residential Counseling and Mediation to students, while ensuring safety and security to all residents

• Managed the entire Residential Team and provided connection between Admin and student staff.

**SKILLS & HOBBIES**

• Social Media Outreach Platforms

• Facebook, Google+, Instagram, Pinterest, Twitter, Yelp, Reddit, etc.

• Content Management Tools

• Hootsuite, Tweetdeck, Google Analytics, Iconosquare

• Avid Yelp Writer (500 reviews)

• Lanie.Yelp.Com