

Vincent Li

vincentli7998@gmail.com • 425.395.4795 • [Linkedin.com/in/liv](https://www.linkedin.com/in/liv)

Interactive Tableau Resume: tinyurl.com/VincentLiTableauResume

EDUCATION

University of Washington, Michael G. Foster School of Business

Seattle, WA

Bachelor of Arts in Business Administration, Concentration: Marketing

June 2020

Cumulative GPA: 3.68/4.0, Major GPA: 3.68/4.0, Dean's List

Relevant Coursework: Strategic Communication • Entrepreneurial Marketing • Marketing Concepts
Entrepreneurial Marketing (MKTG 455)

- Worked on a team of six to research and develop a product launch plan for a local Seattle B2B tech startup.
- Analyzed Google Analytics data for actionable insights. Proposed SEO additions including an article blog.
- Compiled market research from article databases to understand the needs of customer segments.

Organizational Behavior (MGMT 300)

- Interviewed employees of the UW Bookstore to gauge and measure job satisfaction.
- Submitted a report of recommendations for increasing job satisfaction based on the data collected through in-person interviews and online surveys to the COO.

Bellevue College

Bellevue, WA

Associate in Business

June 2018

Cumulative GPA: 3.98/4.0, High Distinction

Relevant Coursework: Public Speaking • Small Group Communication • Psychology

WORK EXPERIENCE

Issaquah School District Before & After School Care

Issaquah, WA

Paraprofessional (Educational Assistant)

Nov. 2016 – Current

- Create and execute strategies for correcting student behavior and learn from failures to improve next time.
- Communicate and coordinate with team of eight to ensure smooth operations of activities and learning.
- Develop relationships with 400 students and 50 coworkers from a wide variety of backgrounds and cultures.
- Bring energy and enthusiasm every day to the daycare program, never bringing negativity to the students.

Asia-Northwest Cultural Education Association

Seattle, WA

Public Relations Assistant Manager In-Training Volunteer

Nov. 2019 – Current

- Work with the Blood Drive Coordinator to increase turnout by improving marketing activities.
- Shadow and assist the Cultural Groups Coordinator with managing relationships with community groups.
- Reach out to coordinators for needed information and establish working relationships with their teams.

Audio/Visual Technician Volunteer

April 2016 – Nov. 2019

- Solved problems in high-stress, time-sensitive situations when equipment malfunctioned during a panel.
- Spoke with industry celebrities and company representatives to determine and fulfill their needs.
- Communicated and coordinated with team of eight to provide A/V checks and support for nine rooms.

Certifications & Skills

Certifications:

- UW Foster Excel Credential Sep. 2019
- Google Analytics Academy – Advanced Dec. 2019

Skills: Self-learning, Excel, Google Analytics, Tableau, PowerPoint, Word, Python, Java

STUDENT ORGANIZATIONS

Business Ethics Association

Member

Oct. 2019 – Current

- Volunteered at Food Lifeline sorting donated food for 116,000 meals for the community.