

Contact

www.linkedin.com/in/summer-song
(LinkedIn)

Top Skills

Creative Problem Solving
Entrepreneurship
Project Management

Languages

Mandrian (Native or Bilingual)
English (Professional Working)
Spanish (Limited Working)
Japanese (Elementary)

Certifications

Certified Professional Project
Manager (CPPM)
Certification in Bartending/Mixology

Honors-Awards

Dean's List

Summer Song

Founder - Omi Live & Siplit, fun ways to live eco-friendly in the era
with TOO MANY options
Greater Minneapolis-St. Paul Area

Summary

As the founder and CEO of Omi Live & Siplit, I am passionate about creating fun experiences that empower eco-friendly brands and consumers with live shopping technology.

My background in marketing, business analytics, and Spanish has equipped me with a unique set of skills and experiences that enable me to create impactful and innovative solutions for the evolving needs of the market. I have worked as a media planner, a marketing coordinator, and a content creator for various companies and organizations, including TikTok China / Douyin.

Always curious, always learning, and always brave. I believe in the power of marketing to make a positive difference in the world, and I am driven by the values of sustainability, diversity, and collaboration. I am looking for opportunities to connect with other passionate and visionary professionals who share my vision and mission.

Experience

Siplit

Founder

August 2024 - Present (1 year)

Take a Sip, Lit a convo

Your icebreaker water bottles

No offense, but...

Carmichael Lynch

3 years 8 months

Media Planner - Paid Search

January 2024 - Present (1 year 7 months)

Assistant Media Planner - Paid Search

December 2021 - January 2024 (2 years 2 months)

Minneapolis, Minnesota, United States

Omi Live

Founder / CEO

March 2022 - Present (3 years 5 months)

When Twitch and online marketplace had a baby for ECO-FRIENDLY brands only. Web app is brewing!

TigerLaunch

Semifinalist

February 2024 - February 2024 (1 month)

Houston, Texas, United States

World's largest student-run entrepreneurship competition

TigerLaunch Regional Contest - Midwest & South

Top 15 out of 330 teams

BETA

Founder - Omi Live

August 2023 - November 2023 (4 months)

Fall 2023 Cohort

gener8tor

Founder - Omi Live

January 2023 - September 2023 (9 months)

gALPHA St. Thomas Winter 2023

gBETA St. Thomas Summer 2023

Minnesota Cup

Semifinalist

May 2023 - August 2023 (4 months)

ILT Academy

Founder - Omi Live

November 2022 - June 2023 (8 months)

Minneapolis, Minnesota, United States

@Finnovation Lab C20 Cohort

▪ MAKE

Marketing Coordinator

June 2021 - November 2021 (6 months)

Minneapolis, Minnesota, United States

TikTok Shop

Live eCommerce Coordinator

June 2020 - May 2021 (1 year)

Remote

ABclonal Technology

Marketing Analyst Intern

January 2021 - April 2021 (4 months)

Minnesota Daily

1 year

Account Executive

February 2020 - December 2020 (11 months)

Minneapolis, MN, Estados Unidos

New Business Intern

January 2020 - February 2020 (2 months)

Minneapolis, Minnesota, United States

University of Minnesota - Carlson School of Management

Deluxe E-ternship Program

January 2020 - March 2020 (3 months)

Minneapolis, MN, Estados Unidos

Hooked, Inc.

Marketing Intern

September 2019 - December 2019 (4 months)

Greater Minneapolis-St. Paul Area

White Shark Culture Media Co. Ltd.

Digital Marketing Intern - Live eCommerce

May 2019 - August 2019 (4 months)

Wuhan City, Hubei, China

Settle Education

Tutor

June 2018 - August 2018 (3 months)

Wuhan City, Hubei, China

Education

University of Minnesota - Carlson School of Management

Bachelor's degree, Marketing, Business Analytics, Spanish · (2017 - 2021)

University of St. Thomas

Master of Science - MS, Business Analytics · (June 2022 - May 2024)

Y Combinator

Startup School Summer 2022, Entrepreneurship/Entrepreneurial
Studies · (June 2022)