

ANGELA KOU

210 Dryden Road, Ithaca, NY 14850 | 10209 Centennial Woods Lane, Ellicott City, MD 21042
(443) 538-9591 | apk63@cornell.edu

EDUCATION

CORNELL UNIVERSITY, Ithaca, NY

Expected Graduation: May 2022

Candidate for Bachelor of Science in Applied Economics and Management (Finance & Marketing); Minor in Information Science

- **GPA:** 3.9/4.0 | **SAT:** 1540 | **Honors:** Dean's List (All Semesters) | Beta Alpha Psi Honors Society
- **Relevant Coursework:** Financial Accounting | Spreadsheet Modeling | Data-Driven Marketing

WORK & PRE-PROFESSIONAL EXPERIENCE

NATIONAL GRID

Syracuse, NY

Incoming Business Development Intern

May 2020-August 2020

- Tasked with the allocation and maintenance of expenses charged in order to gauge business efficiency

CORNELL EUROPEAN BUSINESS SOCIETY

Ithaca, NY

President, Finance Analyst

February 2019-Present

- Spearheaded club rebranding and restructuring, increasing growth rate by 40% and retention rate by 80%
- Enhanced work efficiency of 9 e-board members and 3 sub-committees through implementation of Slack
- Collected market data using Capital IQ & developed a 10-page report on a company valued at \$700 M
- Worked with 4 members to introduce 3 new topics & Excel workshops into New Member Education
- Taught PPT workshops with 10+ attendees and oversaw weekly current event analysis presentations

CORNELL DINING

Ithaca, NY

Administrative Assistant

December 2019-Present

- Expanded marketing outreach by 46% by conducting 40+ surveys and creating ads using Photoshop
- Analyzed 800+ student profiles using Excel pivot tables which increased hiring efficiency by 40%
- Built 21-page report based on employee work evaluations and presented findings to 5+ dining managers
- Led 4 30-minute training sessions each with 20+ participants for organization's campus-wide event

CHINOSITY

Ithaca, NY

Intern

June 2019-October 2019

- Increased company sales by 30% and Facebook traffic by 80% by curating posts for FB and Instagram
- Built PPT deck which secured 8 clients for a company event and 10+ organizations for brand exposure
- Improved customer retention by 13% through utilization of Google Analytics and Facebook Insights

LEADERSHIP & ACTIVITIES

HOWARD COUNTY RECREATION & PARKS

Columbia, MD

Tennis Instructor

June 2019-August 2019

- Trained student to be in the top 5% of his class by analyzing game data and creating detailed lessons
- Increased retention rate by 10% by talking daily with parents individually and bonding with students
- Directed activities involving over 50 students based on skill level and managed 5 junior counselors

TECANAL INC.

Baltimore, MD

Advisor, Chief Marketing Officer

May 2017-May 2019

- Executed 3 fundraising initiatives that attracted 60+ students and increased TeCanal members by 20%
- Secured partnerships with 3 non-profit organizations to teach 20+ Baltimore inner-city students STEM
- Created and directed TeCanal's first school volunteer group and recruited 30+ active members

SKILLS & INTERESTS

- **Skills:** Excel/PowerPoint/Word | HTML/CSS/JS/SQL | Python | Salesforce | Tableau | Mandarin
- **Interests:** Oil Painting | Bullet Journaling | Graphic Design | Tennis | Cooking | Prisoner's Express