

JooEun Li

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EDUCATION

University of Illinois at Urbana-Champaign

Bachelor of Arts in International Studies with a Minor in Business

- Leadership Certificate

May 2015

Major GPA 3.57/4.00

Completed: May 2014

Oakton Community College, Des Plaines, IL

Associate of Arts in Global Business Studies

May 2012

GPA: 3.92/4.00

INTERNATIONAL EXPERIENCE

International Business Immersion Program

Participant

Munich, Germany

May 2014

- Analyzed the firm, channel, and industry dynamics within the European agricultural food sector
- Expanded global perspective through speaking with top management, touring farms and factories

IES Shanghai Study Abroad Center

American-Chinese Student Liaison

Shanghai, China

January 2013-May 2013

- Facilitated and hosted several roundtable sessions between American and Chinese students on topics such as comparative political thought and disparities in philosophical traditions
- Adjusted to cultural differences during the planning phases by utilizing a step-by-step approach, allowing both sides to first understand and then solve an issue

WORK EXPERIENCE

Busey Hall University Housing

Resident Advisor

Urbana, IL

August 2013-May 2015

- Cooperated with 11 Resident Advisors, 3 Program Advisors and the Multicultural Advocate to plan community programs
- Developed events to educate students about various opportunities and resources available on campus
- Co-hosted "Health Sundays", a weekly program designed to educate over 500 resident hall members about matters concerning health awareness

Illinois State Board of Education

Research Assistant

Springfield, IL

June 2014-August 2014

- Devised methods and researched data for further studies of language development
- Transcribed relevant data for the primary researchers, interacted daily with research subjects, and assisted facilitators in the experiments by responding to pressing requests

ACTIVITIES

Illini Union Board

Committee Chair for Diversity

Urbana, IL

November 2013-May 2015

- Organized and facilitated monthly conferences for 100-300 students that encouraged an appreciation for diversity
- Chaired a committee of 6-10 members by guiding them on advertising programs on campus

University of Illinois Buddy Program

Active Member

Urbana, IL

August 2013-May 2014

- Communicated with incoming freshmen through the year to facilitate smooth transition into the University
- Served as a peer mentor for over 15 students and provided advice and insight based on personal experiences

SKILLS

Languages: Mandarin (Fluent), French (functional)

Greg Johnson

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EDUCATION

University of Illinois at Urbana-Champaign

Bachelor of Science in Business-Administration

Concentration: Marketing

ECSP Europe – Paris Study Abroad

Graduation Date: May 2016

Major GPA: 3.66/4.00

January 2015-May 2015

HONORS

Caterpillar Excellence, and Glenn Winokur Scholarships, *Recipient*

July 2015-Present

Honors Business Program Class of 2011, *Student*

August 2012-Present

Leadership, Education and Development Program (LEAD), *Participant*

July 2011-Present

INTERNSHIP EXPERIENCE

Namasté Laboratories

Marketing Communications Intern

Blue Island, Illinois

May 2015-August 2015

- Created and edited internal and external press releases about the company's recent events and involvements
- Compiled spending reports and advertising print media in order to analyze industry and competition ranks
- Developed and edited consumer brochures and sell sheets to target salon stylists and consumers
- Analyzed annual product sales at various retail stores and salons by creating spreadsheets and graphs

PROFESSIONAL EXPERIENCE

College of Business MBA Office

Student and Academic Services Office Assistant

Champaign, IL

August 2015-Present

- Produce flyers, newsletters and announcements for past and upcoming events and opportunities available to MBA students
- Organize and store data and records for MBA students as well as effectively answer students' questions to ensure clarity

Champaign-Urbana Radio Group

Event Marketing Intern

Champaign, IL

September 2014-December 2014

- Performed tasks leading up to the execution of events coordinated with Radio Group and other venues or companies
- Promoted a contest event by appearing at a live radio broadcast and talking to over 200 local residents

LEADERSHIP & ACTIVITIES

American Marketing Association

Newsletter Committee Associate, Small Business Consulting Committee

Champaign, IL

August 2014-Present

- Write articles for the monthly newsletter, informing members about campus events, opportunities and suggestions
- Assist with small business consulting committee aiding in local small business marketing projects

National Black MBA Association

Vice President of Communications, Social Chair

Champaign, IL

January 2013-Present

- Communicate messages to the entire organization about upcoming events, meetings and opportunities
- Raise over \$950 for the association's Fall 2010 national conference while serving as staff manager

Management Leadership for Tomorrow (MLT)

Career Preparation Fellow

New York, New York

July 2014

- Invited as one of 200 applicants selected to prepare for a successful career through workshops and training, one on one coach calls and extensive weekly assignments
- Expanded network and opportunities by establishing relationships with recruiters, peers and alumni

Business 101 Section Leader

Teaching Assistant

Champaign, IL

January 2016-May 2016

- Facilitated group discussions among freshmen in the College of Business about various business modules
- Mentored over 30 students by assisting with their transition to the University