

SELENE H

GEOGRAPHY: International, Northern California and Bay Area, Southern California

INDUSTRY: Consulting/Management, Marketing/Advertising, Public Relations,
Start-Ups, Technology

Education

Scripps College, Claremont, CA

Expected May 2015

- Bachelor of Arts in Politics and International Relations and Legal Studies

University College London, London, UK

Spring 2014

- Semester Abroad in Politics and International Relations and Legal Studies
- Currently volunteers as a Study Abroad Ambassador to Scripps students interested in London

Work Experience

TRINITY International Industries, Los Angeles, CA

July 2012 - Present

Business Development Assistant

- Process 150+ daily invoices for products sold through Costco, Costco Canada, Trinityii.com and Amazon
- Conduct extensive research about the online marketplace for product development and marketing
- Work in a close team-oriented environment with 3+ colleagues and CEO that directly impacts product development
- Compile data from product reviews, blogs, and internal statistics to evaluate and identify market trends
- Assist Web Manager to optimize Google AdWords exposure

The Scripps Voice Newspaper, Scripps College, CA

February 2013 - Present

Senior Design Editors

- Manage the content and layout of 3-7 pages of the student-run biweekly college newspaper
- Collaborate and communicate with 2 Editors-in-Chief and 2 Design Editors to create strong design
- Resolve student/campus conflicts by contributing to staff-wide editorials written by the newspaper. Responsibilities include: discussing staff views, drafting/editing the article, and allotting the design space
- Lead writing and design workshop exercises during biweekly newspaper staff meetings

Scripps Fund, Scripps College, CA

September 2013 – October 2013

Phonathon Caller

- Served as an ambassador between the College and its supporters by engaging a line of communication
- Gained an understanding of the College, its organizational structure, and its needs for financial support
- Called constituents to build rapport, update demographic information and acquire gifts up to \$300
- Checked in with call managers to continuously improve on the unscripted caller experience
- Participated in weekly team-building exercises with 10 colleagues to boost overall positivity

Team-Building Experience

Relay for Life of the Claremont Colleges, Scripps College, CA

August 2014 – Present

Publicity Chair (Member of the Executive Board), Claremont Colleges Against Cancer (CCAC)

- Spearhead CCAC branding campaigns via Facebook, Twitter, campus emails, and traditional print media
- Teach and mentor students weekly to use publicity tools (InDesign, Photoshop, Wordpress, etc.)
- Draft publicity performance reports of CCAC events to the Executive Board to optimize future success
- Interview, select, and lead 6 Publicity Coordinators to execute core branding strategies
- Communicate and manage projects with 6 Publicity Coordinators and 10 Executive Board members

Publicity Coordinator, Claremont Colleges Against Cancer (CCAC)

August 2013 – July 2014

- Designed and executed campus-wide campaigns for Breast Cancer Walk, Relay for Life, screenings, etc.
- Promoted events through newspaper articles, internet, custom-made apparel, and social media
- Reported to Publicity Chair in weekly meetings and respond to project tasks in a timely manner
- Lead the month-long media campaign across the Claremont Colleges for Relay for Life (our big event)

Skills

Computer: Microsoft Office, Adobe Photoshop, Adobe InDesign, Facebook, Pinterest, Twitter, WordPress

Other: Exceptional research skills, strong oral and written communication skills, public speaking experience

Personal Interests: Travel and food blogging, amateur digital and black and white photography, ocean kayaking