

## LAURA RO

GEOGRAPHY: Northern California and Bay Area  
INDUSTRY: [Human Resources/Recruiting](#), [Marketing/Advertising](#)

### EDUCATION

<b>Scripps College</b> , Claremont, CA	Expected May 2015
<ul style="list-style-type: none"><li>• Bachelor of Arts in Psychology and Media Studies; GPA: 3.70/4.0</li><li>• Psychology Thesis: Watching Television as a Surrogacy for Social Interaction</li><li>• Media Studies Thesis: Shifting Business Strategies in Television Across Viewing Platforms</li></ul>	
<b>Queen Mary University of London</b> , London, England (Semester Abroad)	Spring 2014

### RELEVANT EXPERIENCE

<b>International Place of The Claremont Colleges</b> , Claremont, CA	Fall 2014 - Present
<i>Video Marketing Intern</i> <ul style="list-style-type: none"><li>• Created a video archive of the year's main events</li><li>• Filmed and edited marketing videos for the International Gala event</li></ul>	
<b>Spencer Stuart</b> , San Mateo, CA	Summer 2014
<i>Research Analyst Intern</i> <ul style="list-style-type: none"><li>• Conducted wide-ranging research to identify prospective candidates for executive positions in the Technology, Media, and Telecommunications Practice</li><li>• Researched software-as-a-service (SaaS) to identify market leaders and trends for business development</li><li>• Performed extensive research on corporate alumni networks to inform and create a network for Spencer Stuart</li><li>• Created and designed a webpage for the internal Spencer Stuart site by learning basic HTML and Photoshop with minimal direction</li></ul>	
<b>American and Media Studies Department, Scripps College</b> , Claremont, CA	Spring 2013 - Fall 2013
<i>Research Assistant</i> <ul style="list-style-type: none"><li>• Assisted with academic research on United States history focused on popular culture, media studies, and ethnic studies</li><li>• Identified common themes in video recordings and written transcripts of former Scripps students to help faculty develop updated coursework</li><li>• Created a digital library of 200 photos using Adobe Photoshop for an upcoming book on the Civil Rights Movement</li></ul>	
<b>Yahoo! Event Marketing Team</b> , Sunnyvale, CA	Summer 2013
<i>Intern</i> <ul style="list-style-type: none"><li>• Planned and executed more than a dozen events attended by thousands of people including the shareholders' meeting, company picnic, multiple industry events, and company all-hands meetings</li><li>• Created a long-term Flickr photo archive consisting of 45,000 photos of major company events to enable team collaboration to identify both public and private-facing photos</li><li>• Produced and delivered PowerPoint presentations, created written material, and provided hands-on training to approximately 20 employees on the use of photo technology to update the archive on an on-going basis</li><li>• Organized the children's arts and crafts component of the company picnic by identifying vendors, developing a plan, negotiating prices, and managing the delivery of supplies</li><li>• Brainstormed at marketing workshops and meetings on topics ranging from mobile applications to online Web series</li></ul>	

### ADDITIONAL EXPERIENCE

<b>Challah for Hunger</b> , Sales Associate, Claremont, CA	Fall 2013 - Present
<b>Claremont Children's School</b> , Assistant Teacher, Claremont, CA	Fall 2013
<b>Study Buddies</b> , Tutor, Claremont, CA	Spring 2013
<b>Castilleja Summer Camp</b> , Coordinator of Leadership Training Program, Palo Alto, CA	Summer 2012
<b>Mid-Peninsula Media Center</b> , Leader of the Youth Advisory Council, Palo Alto, CA	Fall 2009 - Spring 2012

### SKILLS AND INTERESTS

**Computer and Video Skills:** Python, Microsoft Office, Adobe Premiere, Final Cut Pro, Videography

**Social Media:** Facebook, Twitter, Word Press, Flickr, LinkedIn

**Awards:** Dean's List (Spring 2012 - Spring 2014), Girl Scout Gold/Silver/Bronze Awards

**Languages:** Proficient in Spanish