

KRISTY TSAI

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EDUCATION

University of California, Berkeley | May 2014

English, Bachelor of Arts

GPA: 3.1

SAT: W (800) | C (700) | M (690)

Relevant Courses: Financial Accounting, Macroeconomic Analysis,
Probability Statistics, Principles of Psychology, Organizational Behavior

PROFESSIONAL EXPERIENCE

Isaac Cronin Public Relations

Public Relations Intern- Puretargent

San Francisco, CA

Jan 2014- Feb 2014

- Reached out to media relations in Seattle, Chicago, and California and gathered distribution list for press kits
- Contacted multiple Grand Prix and marathon coordinators regarding race sponsorship and vendor information
- Conducted research pertaining to blogs, product reviews, detergent markets, and billboard/bus advertisements

Trump

Operational Management Intern

Shanghai, China

Jun 2013—Aug 2013

- Implemented new company guidelines to dramatically decrease employee work absence and tardiness by 35%
- Supervised 30 employees throughout various bottle production units by overseeing appropriate work procedures
- Inspected production schedule and quality control of bottles to decrease order returns by 20% within 3 months
- Managed warehouse inventory and reviewed product order and delivery confirmation to optimize distribution

Sales Marketing Intern

Jun 2012—Aug 2012

- Evaluated market size of the healthcare and product packaging industry and analyzed market entry opportunities
- Conducted market research and reviewed patent database to avoid product infringement with new bottle designs
- Attained 12 new foreign clients through cold calling, email, product sample presentation, and question follow ups

Partners Group

Product Management- Real Estate Investment Writer

San Francisco, CA

April 2013—May 2013

- Analyzed more than 50 portfolio developments and extracted insights from interviews for investment reports
- Completed 15 insights on investment funds for the company's quarterly reports through multi-draft reviews
- Updated Partners Group database by correcting former investment insights and adding materials to resource list

LEADERSHIP & ACTIVITIES

Berkeley Fiction Review

Assistant Editor- Community

Berkeley, CA

September 2012—May 2013

- Reviewed and selected entries from 200+ submissions for Berkeley Fiction Review's annual literary publication
- Spearheaded annual release party for 150+ attendees which professors, authors, and student authors share work

Assistant Editor- Distribution

January 2012—May 2012

- Marketed Berkeley Fiction Review publications through campus advertisements, social media, and email
- Coordinated with online literary agencies to promote Berkeley Fiction Review, increasing submissions by 30%

Net Impact- Undergraduate Chapter

Professional Associate

Berkeley, CA

Fall 2010—May 2011

- Coordinated five business speaker panels by contacting local business owners and selecting appropriate venues
- Facilitated more than six networking events with the Berkeley alumni and the Net Impact- Graduate Chapter
- Arranged monthly film screenings and club events promoting social corporate responsibility for 60+ attendees

SKILLS & INTERESTS

Technical: Microsoft Suite, Adobe Photoshop, Siebel Systems, Investment Writing

Languages: Fluent Mandarin, Conversational French, Simple Japanese

Interests: traveling, tennis, costume parties, rock concerts, volunteering, Frank Sinatra