

Rita Chan

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EDUCATION

UNIVERSITY AT BUFFALO, THE STATE UNIVERSITY OF NEW YORK
Bachelor of Science in Business Administration
Finance/Marketing

Buffalo, NY
05/2015

PROFESSIONAL EXPERIENCE

EMO America Productions Holding Corporation
Marketing Intern

New York, NY
07/2014-08/2014

- Generated leads for Miss Asia pageant by creating posters, collages, and managing social media (Facebook, Twitter and WeChat).
- Achieved maximum capacity for event through news management, promotional videos, social media, and newsletters.
- Reviewed scripts, photos and other content for optimal production of film assets.
- Developed and executed a training process for pageant instructors
 - Reviewed contestant responses and photographs; reduced pool from 25 to 12.
 - Analyzed survey data from online poll to better understand how each contestant was perceived.
- Collaborated with Chinese-American Planning Council and Chinatown Community Partnership for Health to spread awareness for Hepatitis B in the Asian community and raised over \$5,000 in donations through banquets and walkathon.

OTHER EXPERIENCE

ABA Game Store
Internet Sales Coordinator

New York, NY
06/2013-07/2014

- Managed company website and maintained daily inventory and product information
- Responded to consumer requests and successfully generated repeat customers
- Consistently surpassed sales goal by \$2,000 on a weekly basis
- Created various spreadsheets to ensure financial accounts and data were accurate with real time movement in inventory.

Cora P. Maloney College, Academic Resource Center,
Student Assistant

Buffalo, NY
08/2011-12/2013

- Educated students in MS office tools (word documents, graphs, tables and spreadsheets).
- Demonstrated strong communication and organizational skills, resulting in improved student satisfaction with tutorial services.
- Assisted students with answering academic questions and processed tutorial request forms.

INVOLVEMENT

School of Management, Domestic and International Communication Exchange Program
Mentor

Buffalo, NY
09/2013-12/2013

- Represented Buffalo as a liaison for international and transfer students to help them familiarize with the university and business program.
- Set up bi-weekly discussions and provided guidance on time management and study skills.
- Introduced intramural sports and clubs to help motivate international and transferred students connect to their community.

University at Buffalo Intramural Sport, Volleyball

Buffalo, NY
01/2012-05/2012

SKILLS

Microsoft Suite, Basic Adobe Photoshop, Fluent in Cantonese and Mandarin.