Kim Quyen Le

CONTACT

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EDUCATION

University of California, Irvine
Business Administration,
Marketing, OB & Management

Yonsei International Summer School | *Jun 2014 - August 2014*

Expected graduation: Dec. '15

LEADERSHIP

DELTA LAMBDA CHI
UC Irvine, *Jan. 2013 – Present*
- Co-Rush Chair, Formals Chair
- Take on various positions within the organization to promote active membership and teamwork, along with sustaining sisterhood based on the 4 founding pillars of service, leadership, academics, and sisterhood.
- Developed conflict management, time management, and interpersonal skills.

GLOBAL GLIMPSE
Nicaragua, *June 2011 – June 2011*
- Taught English to locals of Leon, learned about the history and culture of Nicaragua, fundraised and built a school for Kindergarteners in the rural side of Leon.

INVISIBLE CHILDREN
San Jose, *Oct. 2009 – Jun. 2012*
- Treasurer, Vice-President
- Fundraised over $2000 to donate through promotional sales and hosting various charity events
- Created a campus-wide knowledge of the civil war and usage of child soldiers in Uganda - with guest speakers (escaped child soldiers) from the organization every year.

PROFESSIONAL EXPERIENCE

CONTENT SOLUTIONS BUSINESS INTERN / **WESTERN DIGITAL**
Irvine, CA // *October 2014 – Present*
- Self-manage Irvine Employee Store by providing friendly customer services and maintaining a clean and professional environment.
- Trained in understanding the selling points of the products of Western Digital to answer necessary product inquiries as well as helping with technical problems.
- Managing inventory by doing counts every two weeks and pulling data from Oracle to ensure accurate depiction in both front and back-end purchase system, and placing inventory transfers from CEVA to the store.
- Create ongoing promotions, such as gift-with-purchase offer or hosting special events for the store to generate traffic and reach sales goals.
- Work with multiple managers and team members to collect sales data to generate and analyze marketing reports.

MARKETING INTERN / **ENZOANI**
Tustin, CA // *March 2015 – JulyS 2015*
- Work closely with the Marketing Coordinator on the three marketing programs offered to reach out to and/or follow up on customers.
- Assist in planning, implementation, and set up of annual Fashion Event and Trade Shows.
- Work with Excel daily to track inventory and purchases made through the different marketing programs.
- Assist the Content & Digital Specialist monitor Enzoani's Facebook, Instagram, Pinterest, and Twitter, as well competitors, to increase reach, frequency, and engagement among customers and target markets.
- Maintain on-going research and analytic projects about industries and competitors.

SERVICE GUIDE / **YOGURTLAND**
Irvine, CA // *January 2014 – June 2014*
- Work collectively alongside team members in duties such as food preparation and store operations.
- Helped with managerial duties such as inventory count and control, and cash management.

SALES ASSOCIATE / **MACY'S**
San Jose, CA // *June 2012 – September 2012*
- Worked with managers to increase sales and membership to Macy's card by recommending and locating merchandise based on customer needs.
- Learned to work under pressure in a demanding and high-paced environment during special sales event.
- Positive efforts, fast-learner, & friendly customer-service recognized by many managers.

TUTOR / **GEAR UP**
San Jose, CA // *October 2011 – June 2012*
- Assist sophomore students in after school program in math. Majorly in Geometry, Algebra 2, and Pre-Calculus.
- Tutor mentees in a positive way to induce understanding and self-motivation rather than dependent answer-giving.

SKILLS/QUALIFICATIONS

- Microsoft Office: Word, Excel, Powerpoint, Outlook
- Planning and Organization: coordinates and completes tasks; effectively manages projects to meets deadlines; multitasks;
- Social Media: creates content strategies; drives engagement; enhances brand image with social presence
- Basic HTML knowledge