

LAN (WENDY) DO

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OBJECTIVE

Seeking an entry level position in the field of Marketing that will lead to opportunities in applying my hotel, vendor and inventory management skills as well as my internship experience in travel industry to make significant contributions to your company

EDUCATION

Central Washington University, College of Business

Lynnwood, WA

Bachelor of Arts in Business Administration, Specialization: Marketing Management Graduated December 2014

Certificate in Supply Chain Management

Cumulative GPA: 3.67/4.0, Major GPA: 3.56/4.0

Quarterly Honor Roll, 5 quarters

Related Coursework: Marketing Problems and Policy/Strategic Marketing Management • Digital Marketing • Market Research • Consumer Behavior • Essential Marketing Concept

SKILLS

- Bilingual fluency in English and Vietnamese includes translation
- Proficiency in Microsoft Office Suite: Excel, Outlook, Word, and PowerPoint
- Customer-service skills; professionalism and openness in communication
- Strong attention to detail, speed, and accuracy
- A team player yet also an independent
- Fluency with Internet and online search; ability to learn new software, tools, and technical processes quickly
- Organizational, time-management, and quality-control abilities
- Flexibility to adhere to process improvements

RELEVANT ACADEMIC EXPERIENCE

Central Washington University

Lynnwood, WA

Markstrat Simulation Game Player – Virtual Brand Manager

Fall 2014

- Analyzed data and generated a number of decisions in marketing, finance, research and development areas in order to surpass the competing players who also took control of a company
- Achieved the highest performance in the class, measured by indicators including Share Price Index, Revenues, Earnings before Taxes, and Total Market Share

Project Marketing Planner

Spring 2014

- Expanded community profile of the Women's University Club (WUC) in the community
- Identified and recruited new members; retained and invigorated current membership
- Developed a comprehensive Marketing Plan that included avenues for WUC exposure through media or written content and public engagement

WORK EXPERIENCE

Clipper Vacations

Seattle, WA

Product Intern/ Marketing and Sales Intern

May 2015 – Present

- Work closely with hotels in the Pacific Northwest and Western Canada regarding rates, inventory, property amenities, on-site services and special promotions
- Work with tour operators and other vendors regarding re-sale of their products
- Help create marketing materials for the reservation and sales program
- Monitor hotel availability, hotel sales, service availability of all Clipper catamarans and whale watching sales
- Research markets and build "Clipper Local Gems" itineraries for Friday Harbor and Vancouver
- Gather data and comprise reports
- Coordinate excursions for Clipper employees
- Assist the Product Manager with client files, adding new products (hotels, tours, etc.) and general office duties such as filing, managing databases and writing copy

Edmonds Conference Center*Marketing Intern***Edmonds, WA**

March 2015 – May 2015

- Hosted Art Walk Edmonds Gallery Events
- Assisted with Art Exhibits and booking artists; secured Musicians and paperwork for payment
- Promoted current and future events; composed press releases; distributed marketing materials and course offerings

Central Washington University*Computer Lab Technician***Lynnwood, WA**

June 2013 - December 2014

- Provided instructional assistance for an average of 10 students daily in a Windows operating computer lab
- Maintained equipment and upkeep computer software

Library Technician Aide

September 2013 – December 2014

- Assisted patrons at circulation desk with checking in/out materials
- Searched library shelves for books and other resources
- Processed Interlibrary Loan & Summit materials and serials

VOLUNTEER ACTIVITIES**Brown Bag Lecture Series, Edmonds Community College****Lynnwood, WA***Student Representative*

January 2012 – May 2013

- Communicated openly with the counselor to select four inspirational speakers quarterly to speak on campus each academic year

HONORS/ AWARDS

A Top Scholar within the College of Business

April 2015

Nominated for Lynnwood Outstanding Marketing Student of the Year

February 2015

Nominated for membership of the National Society of Collegiate Scholars

December 2014

Selected for membership of the Phi Kappa Phi Honor Society

April 2014

College of Business Scholarship

March 2014

Scholarship for Incoming/New International Students by CWU

September 2013 – June 2014

International Student Services Merit Scholarship by Edmonds Community College

March 2012

Dean's List at Edmonds Community College

January 2012 – March 2013