

## Education

### University of California, Los Angeles

B.A. Communication Studies with a specialization in Computing & minor in Music Industry

*Awechords A Cappella, Bruin AdTeam, Leadershape, Career Ready Bootcamp, World In-Sight, Unicamp, Global Siblings, UCLA Chorale, TASC Initiative*

Sep 2013 - Jun 2017

Dean's List

### London School of Economics (UC Education Abroad Program)

Marketing & Management

July 2014 - Aug 2014

## Product

### Product Development Manager Intern, Belkin International

Jun 2015 - Aug

- Supported and communicated with the Belkin PM team, ME, EE, CS, ID, UX, Marketing and Branding Teams to deliver 6 keyboard products
- Developed understanding of market using Microsoft Excel to analyze NPD data for tablet keyboards
- Communicated product requirements by writing and fine tuning PRDs & PM Packs for the line of FY '16 keyboard products & QODE iOS app
- Analyzed the potential of new and existing technologies including NFC, RFID & power banks to discover potential business opportunities
- Designed & formulated marketing video concepts implemented in the QODE iOS app promotional video using Adobe Photoshop
- Created the official sales presentation for Belkin Ultimate Lite & Pro Keyboards, sent out to global sales teams in ANZ, Europe, APEA & Americas working with major clients such as Target, Best Buy, Verizon & AT&T

## Marketing

### Reporter, UCLA Anderson Graduate School of Management

Sep 2014 - Present

- Authored 25+ articles on events on the official blog (readership of 500+ views/article) to keep students, alumni and prospective students informed on Anderson happenings (CES, AMR, HBA Health, PULSE, Google & Disney speaker series, John Wooden Global Leadership Awards)
- Represented UCLA Anderson Marketing and Communications at formal events, interviewed and profiled current students, professors and alumni, and wrote up all coverage in Associated Press style with a turnaround of 1-2 days
- Contributed to research and write-ups for articles in Assets Digital (tri-yearly) and Prospects Magazine (2500+ readership per issue)

### Apple Campus Representative

Jan 2015 - Jun 2015

- Advised, educated, informed, and resolved issues for students, faculty, and alumni on Apple Products through office hours and workshops (20+ face to face interactions with customers each week), significantly increasing UCLA Computer Store MacBook sales and customer satisfaction
- Outreached to 5+ student groups, 10+ faculty members and 3 departments on campus to drive increased adoption of Apple hardware and software
- Developed a thorough understanding of Apple Products as a certified Apple Product Professional

### Strategic Planning, Bruin Advertising and Marketing Team

Oct 2014 - Jun 2015

- Won first place at the 2015 National Student Advertising Competition 2015 Southern California Regionals as part of a 30 member selective team
- Developed a marketing campaign for Pizza Hut through research findings, increasing mobile conversion rate by 33%
- Evaluated information with the 8 person strategic planning team to create a creative brief consisting of principal findings and recommendations for each target segment, conduct UX research to highlight digital improvement tactics for the campaign
- Co-authored the copy of a plan book, outlining the campaign's research, UX research, media planning, and creative executions

### Marketing & Outreach Director, World In-Sight Fair

Mar 2014 - Jun 2015

- Spearheaded the recruitment of student groups and ambassadors (increased by 15 groups) to host a cultural diversity fair for UCLA student body
- Established a large following on Facebook within three weeks of launch, with a 22K reach on Facebook organic posts by the end of the event
- Created website as information platform for the general student body and interested student groups
- Designed banner displayed on school website, print material and newsletters sent to over 30 student organizations using Adobe Photoshop

### Research Assistant, Center for the Digital Future

Jan 2014 - Aug 2014

- Analyzed data using SPSS software and Microsoft Excel on over 40 countries for the 2013 World Internet Usage Report and 2013 American Internet Usage Report, the world's largest and longest longitudinal study on the effects and usage of the Internet
- Recruited, taught and worked closely with 2 new interns at the center to use Statistical Package for the Social Sciences (SPSS)

## Leadership

### Residential Assistant, UCLA Office of Residential Life

Aug 2015 - Present

- Developed community conducive for academic success and positive personal growth for 62 residents (1st and 2nd year students)

### Associate Musical Director, Awechords A Cappella

Mar 2014 - Present

- Directed, recruited and motivated a 16 member a cappella group in conjunction with the Musical Director
- Arranged music (complete portfolio of work available on [www.soundcloud.com/awechords](http://www.soundcloud.com/awechords)), tailored to fit the needs of the group

- Programming Languages: C++ (proficient), HTML/CSS/JS/ PHP (in progress)
- Music Production Software: Logic Pro X, Sibelius
- Data Analytics Software: SPSS, Microsoft Excel
- Graphic Design Software: Adobe Photoshop, Adobe Illustrator, Adobe Lightroom
- Web/ Social Media: Wordpress, Facebook, Twitter, Instagram

- Languages: Native in Mandarin Traditional (fluent read/write/speak)
- Certifications: CPR, Apple Product Certified Professional
- Writing: Blogging, Journalism
- Relevant Courses: Object Oriented Programming Programming for the Web, Entrepreneurship and New Product Development, Marketing; Management; Audio Technology for Musicians