

# ASHLEY YEH



Irvine, CA



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## EDUCATION

### University of California, Irvine

Expected Graduation: Jun. 2022

B.A. in Business Administration - Emphasis in Marketing; Minor in Digital Information Systems

Campus Involvements: Delta Sigma Pi (professional business fraternity), MAISS, Associated Students of UCI

## PROFESSIONAL EXPERIENCE

### Associated Students of UC Irvine (ASUCI)

Irvine, CA

Content Creation Intern

Sep. 2019 - Present

- Collaborate with 5 different commissions of ASUCI to market 13 large scale events for the undergraduate student body (29,000+) by conceptualizing and creating stickers, social media filters, and flyers with Adobe Illustrator

### The Paul Merage School of Business

Irvine, CA

Full-Time MBA Program Student Assistant

May 2019 - Present

- Coordinate 200+ reimbursements for MBA staff and students using the Kuali Financial System
- Track, process, and prepare 500+ student applications using Excel, Salesforce, and Catalyst

### UCI Cross Cultural Center

Irvine, CA

Graphic Design Intern

Sep. 2019 - Dec. 2019

- Developed flyers, graphics, and digital content using Adobe Illustrator, Adobe Photoshop, and Canva for 30+ campuswide events that encouraged building inclusive communities

### Ardent Academy for Gifted Youth

Irvine, CA

Marketing and Communications Intern

Apr. 2019 - Sep. 2019

- Initiated and executed a website redesign by drafting 3 mockups through Figma, Adobe Illustrator and InDesign
- Recomposed summer program descriptions through 5000+ words of rebranded copywriting

### Pawsitivity

San Jose, CA

Founder

Aug. 2016 - May 2019

- Founded a non-profit that raised \$700+ for Hope For Paws charity through online t-shirt sales
- Developed marketing content for the company's website and social media accounts, including logos, designs, photography, and copywriting
- Maintained and tracked 150+ customer transactions and cash flows using Square and Excel

## LEADERSHIP EXPERIENCE

### Management Information Student Society (MAISS)

Irvine, CA

Vice President of Community Development

Mar. 2019 - Present

- Manage 50+ mentors and mentees to foster meaningful relationships and professional development
- Raise organizational involvement by 30% through the implementation of quarterly initiatives such as weekly socials, study sessions, interview and resume workshops, and professional networking events

### Delta Sigma Pi (DSP) | Co-Ed Professional Business Fraternity

Irvine, CA

Director of Content Creation

Jan. 2020 - Present

- Designed branding for a 2 week long professionalism event and case study competition with 75+ attendees through posters, flyers, and cover photos

Marketing Intern

Jun. 2019 - Dec. 2019

- Increased Instagram follower engagement by 60% through executing consistent social media content and new content forms, such as story highlights and alumni and internship spotlight posts

## SKILLS & INTERESTS

Proficient: Adobe Illustrator and Photoshop, graphic design, typography, social media marketing, copywriting  
Developing: Adobe After Effects, Sketch, Figma, motion graphics, photography, product design, UI/UX design  
Interests: Event planning, traveling, baking, crafting, interior design