

SYDNEY MAI

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Education	BACHELOR OF SCIENCE: New York University (New York, NY), 2013 – 2017 Major: <i>Media, Culture and Communication</i> Minor: <i>Web Development & Applications</i> Double-minor: <i>Business of Media, Entertainment, and Technology</i>
Skills	HTML5, CSS3 & Javascript. jQuery. Python. Processing. Photoshop & InDesign. Hootsuite social media management. Google Analytics & SEO. MS Suite & Outlook. Magento.
Experience	Warner Music Group (New York, NY), Jan 2016 – May 2016 <i>Web Platform Intern</i> , Consumer Sales & Marketing Department <ul style="list-style-type: none">- Manage over 30 webstores for artists on and off WMG's roster, namely Ed Sheeran, Jason Derulo, David Bowie, ACDC, etc... on Magento platform. Compose week-end sales reports, analyze trends & assess product demand- Work with front-end developers and project managers to suggest enhancements on websites & webstores' design to facilitate better user experience- Identify, analyze, and brainstorm solutions for any back-end or front-end operational glitches Influenster (New York, NY), Mar 2015 – June 2015 <i>Account Strategist Intern</i> <ul style="list-style-type: none">- Used various social media metrics (Hootsuite, MutualMind, IconoSquare, etc.) to measure audience engagement on Influenster's vibrant social media network of nearly 900,000 users and 40,000 brands- Created social media campaign reports for brands, forecast trends, recommend new digital approaches- Navigated through Influenster's unique backend panel to edit site's content and collect data NYU Wasserman Center for Career Development (New York, NY), May 2014 – Sep 2014 <i>Social Media Intern</i> <ul style="list-style-type: none">- Monitored NYU Wasserman Center's social media platforms including Facebook, Twitter, G+, Foursquare, Vine, Pinterest & LinkedIn- Did research on career-related articles for daily postings, promoted NYU events & developed Wasserman's social media calendar with engaging thematic contents- Measured traffic to Wasserman's various social media channels using digital analytic tools such as Twitonomy & Hootsuite
Activities	<i>Web Development Tutor</i> , NYU Computer Science Department <i>Global Ambassador</i> , NYU Office of Global Studies <i>Member</i> , NYU Stern-Tisch Entertainment Business Association <i>Member</i> , Tech@NYU