

COURTNEY GU

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EDUCATION

The Wharton School, University of Pennsylvania, Philadelphia, PA **May 2018**
Candidate for Bachelor of Science in Economics **Cumulative GPA: 3.64/4.00**
Concentrations: **Marketing, Retailing**
Relevant Coursework (*current): Strategic Brand Management*, Advertising Management, Marketing for Social Impact, Data and Analysis for Marketing Decisions, Digital Marketing and E-Commerce
Bocconi University, Milan, Italy **Fall 2016**
Edmonds-Woodway High School, Edmonds, WA **June 2014**
Honors: 4A's Multicultural Advertising Internship Program Finalist

WORK EXPERIENCE

Wharton Future of Advertising Program, Philadelphia, PA – Student Research & Administrative Assistant **January 2016 – February 2018**

- Maintain relationships with industry executives and manage event planning logistics
- Lead research projects concerning key trends in the marketing and advertising industry including the necessity for risk-taking and the shifting role of the consumer

Bloomingdale's, New York City, NY – Omni Intern, Ready to Wear Planning **Summer 2017**

- Analyze daily sales and vendor performance in Women's Ready to Wear (specifically Theory, Vince, Rebecca Taylor, Free People and Moon & Meadow)
- Identify risk and opportunity in merchandise assortment and allocation by store location and vendor
- Pitch innovative concepts and insights to improve service and customer experience to key executives

Wear We Went, Philadelphia, PA – Editorial and Social Media Coordinator **Fall 2015 – Spring 2017**

- Create and edit online content and style outfits for photo shoots while working closely with founders
- Drive brand social media presence through engagement on Twitter and Instagram as well as acquire over 2000 new followers on Facebook

T-Mobile, Bellevue, WA – Corporate Communications Specialist Intern **Summer 2016**

- Craft and coordinate proactive and reactive PR strategies and outreach for flagship device launches
- Develop key CSR program media messages and talking points for CEO's media appearances

Colabination, Philadelphia, PA – Marketing Intern **Fall 2015**

- Develop, implement and improve marketing strategies to acquire new users and analyze retention rates
- Partner with independent designers and optimize CRM and sales strategies using SEO and A/B testing

Zomato (formerly Urbanspoon), Seattle, WA – Content Associate Intern **Summer 2015**

- Manage and collect detailed data for over 10,000 restaurants in the Seattle area
- Analyze and input data into online platform and application while ensuring quality and accuracy

Nordstrom, Edmonds, WA – Handbags Sales Associate **Summer 2014**

- Proactively ensure customer satisfaction and work register as a top performer in the department

LEADERSHIP EXPERIENCE

Wharton Student Study Abroad Advisory Board – Board Member **Fall 2017 – Present**

- Create events to raise student study abroad interest and initiate cultural sharing with exchange students

The WALK Magazine – Print Magazine Writer, Research Editor **Fall 2014 – Present**

- Write, edit, fact-check and conduct research for featured fashion articles in print magazine
- Collaborate with writers, designers and photographers to ensure accuracy of magazine content

SKILLS & INTERESTS

Skills: 6 years of Mandarin Chinese, 1 year of Italian; proficient in MS Office Suite (Word, Excel, PowerPoint) and social networking sites; basic InDesign, HTML, CSS, and JMP skills

Interests: Writing, sociocultural influences on fashion, live music concerts, world travel, food TV shows