

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: 3.57/4.00
Concentrations: Marketing and Communication, Retailing
Relevant Coursework (*current): Principles of Retailing*, Data and Analysis for Marketing Decisions*,
Management of Fashion Companies, Marketing Communication, Digital Marketing and E-Commerce,
Consumer Behavior, Managerial Accounting, Corporate Responsibility and Ethics, Corporate Finance
Bocconi University, Milan, Italy Fall 2016 (semester abroad)
Edmonds-Woodway High School, Edmonds, WA June 2014

WORK EXPERIENCE

Wharton Future of Advertising Program, Philadelphia, PA – *Student Research & Administrative Assistant*
• Maintain relationships with industry executives and manage event planning logistics
• Take on research projects spanning all areas of the marketing and advertising industry
T-Mobile, Bellevue, WA – *Corporate Communications Specialist Intern* Summer 2016
• Craft and coordinate proactive and reactive PR strategies and outreach for flagship device launches
• Create key media messages for CEO's media appearances regarding CSR programs
Wear We Went, Philadelphia, PA – *Editorial and Social Media Coordinator* Fall 2015 – Present
• Assist founders in creating online content and styling outfits for photo shoots
• Manage and maintain social media presence including Twitter, Facebook and Instagram
Colabination, Philadelphia, PA – *Marketing Intern* Fall 2015
• Develop, implement and improve marketing strategies to acquire new users and analyze retention rates
• Acquire independent designers and aid in CRM and sales strategies including SEO and A/B testing
Zomato (formerly Urbanspoon), Seattle, WA – *Content Associate Intern* Summer 2015
• Assist in data collection and management for over 10,000 restaurants in the Seattle area
• Ensure data quality and accuracy when inputting data into online system
Nordstrom, Edmonds, WA – *Handbags Sales Associate* Summer 2014
• Ensure satisfaction by assisting customers and working register as a top performer in department
• Arrange merchandise displays, organize inventory and restock merchandise

LEADERSHIP EXPERIENCE

The WALK Magazine – *Print Magazine Writer, Research Editor* Fall 2014 – Present
• Write, edit and conduct research for featured fashion articles in print magazine
• Collaborate with writers and photographers to ensure accuracy of magazine content
Wharton Retail Club – *DVP of Operations: Capstone* Winter 2016
• Coordinate event and travel logistics for student visits to retail companies for WRC's Capstone project
Marketing Undergraduate Student Establishment (MUSE) Winter 2015 – Fall 2016
• Coordinate speakers, conference logistics, and marketing campaign for Wharton Undergraduate Marketing Conference

SKILLS & INTERESTS

Technical/Non-technical Skills: 6 years of Mandarin Chinese, 1 year of Italian; proficient in MS Office Suite and social networking sites, worked with JMP and InDesign
Interests: Fashion, volunteering, writing, travel, food, music concerts