

Chelsey Luc

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Education

2023 - Anticipated May 2026

Business Administration: Technology Operations Management - GPA 3.97 - California State Polytechnic University, Pomona

Relevant Coursework: Intro Calculus for Business, Principles of Marketing Mgmt, Principles of Management, Operations Management

Project Experience

DK Ramen Case Study

SEPTEMBER 2024

- Researched competitive market to develop Competitive Analysis and SWOT, identifying market trends, strengths, and weaknesses
- Launched marketing for third-party delivery service, resulting in a projected growth of 100% in digital sales over 3 years
- Analyzed next steps and optimization, showing a 1-year and 5-year projected revenue timeline

R&R Case Study

OCTOBER 2024

- Discovered key supply chain issues in utilization, worker optimization, and average labor utilization
- Optimized worker allocation, reducing worker burnout and increasing overall productivity
- Developed a new pallet allocation system, resulting in a 400% increase in flow time

Shark Tank Case Study

NOVEMBER 2024

- Conducted in-depth market analysis, forecasting market growth to reduce risk factors and identify untapped markets
- Created brand identity and logo, strengthening marketing and sales strategy
- Developed the collagen jelly formula from scratch, applying the scientific method to achieve a viable product

Leadership Experience

Olympic Committee

SEPTEMBER 2024

- Coordinated with Alpha Kappa Psi active body to sort out roles and sports
- Managed communication between pledges and active body, creating teams for each and specific sports rules to maintain fairness
- Delegated tasks for others on the Olympic committee

Education Chair Subdivision

SEPTEMBER 2024 - NOVEMBER 2024

- Assisted the Education Chair with creating Quizlets and Google Forms to aid in the retention of key material
- Improved pledge pass rate by providing engaging material for study

Additional Information

Skills: Proficient in Microsoft Office, Problem-Solving, Time Management, Leadership, Project Management, Detail-Oriented

Certifications: Google Project Management Certified

Hobbies: Painting, Cooking, Baking, Gym, Aquariums, Video Games