



Grace Tao

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SUMMARY

Open-minded, motivated and bilingual business student who has a multi-cultural background, and hopes to integrate business learning globally in the future. 3 years of experience in marketing. Seeking internship/eboard opportunity to develop marketing and public relations, leverage skills in Microsoft Excel, Adobe Photoshop, Adobe

SKILLS

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| <ul style="list-style-type: none">• Microsoft Excel• Microsoft Powerpoint• Adobe Illustrator• Adobe Photoshop | <ul style="list-style-type: none">• Event Planning and Execution• Internet and E-mail Marketing• Competitive and Trend Analysis |
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EXPERIENCE

Hexapus

Boston, MA

Marketing Intern / Apr 2017 to Current

- Startup blogging company by Chinese international students that aims to provide tourist based strategy to help assist subscribers explore the great city of Boston
- Conduct marketing advertising and public relations skills on social-media platform to extend company reputation
- Committed in composing weekly blogs for subscribers

Wavy

Wellesley Hills, MA

VP of Marketing/ Nov 2016 to Apr 2017

- Co-founded a non-profit, SEERS focused, start-up business with 11 other members which aimed to enhance customer shower experience with a goal to sustain water conservation
- Implemented marketing and growth strategy on the social media platforms such as Instagram and Facebook, and accomplished a profit margin of 54%
- Donated all profits to charity

Dunkin Donuts

Wellesley, MA

Cashier/Server/ Sep 2016 to Current

- Displayed well time-management skills by pursuing a part-time job while maintaining academic excellence
- Responsible for solving customer complaints which improved customer service learning
- Calculate total cash flow at the end of each shift

Hecom

Beijing, China

Marketing Research Intern/ Jun 2015 to Aug 2015

- Analyzed major competitor Salesforce's marketing strategy to determine best practice for client relations and user experience.
- Conducted market research to identify Hecom's target audience
- Complied 4 weeks' worth of marketing research into a 3-hour long presentation, and delivered our analysis to Hecom's board of directors.

EDUCATION AND TRAINING

Bachelor of Science: Business Administration

Babson College 2020

Wellesley, MA, US

Coursework includes Introduction to financial accounting, FME, QM for business analytics, Business Law., Managerial accounting, technology and operations, and microeconomics.