

Connie Ly

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EDUCATION

BABSON COLLEGE GPA: 3.59

Bachelor of Science in Business Administration

Expected May 2021

WORK EXPERIENCE

SGS DESIGNS, Wellesley, MA

September 2017-May 2018

Chief Marketing Officer

- Executed different marketing strategies to optimize sales
- Built the company website and utilized Google Analytics to track KPIs
- Managed and developed social media accounts
- Coordinated with the design and finance team on needs and deliverables

KATE SPADE EXTERNSHIP, Babson College

December 2017

Extern/Finance Team

- Prepped forecast sheets for the upcoming year
- Used Hyperion for forecasting and analysis
- Attended meetings to budget different divisions

GONG CHA, Gramercy, NY

May 2017-September 2017

Barista/Cashier

- Pouring, making, and serving beverages to customers in a fast-paced environment
- Opened and closed store to maintain cleanliness
- Greeting customers, provided information on specials and promotions and took orders
- Take inventory and restock supplies
- Set the till before the store opened and balanced the till at the end of the work day
- Treat all customers in a friendly and helpful manner to create a more pleasant atmosphere

LEADERSHIP EXPERIENCE

GIRLS BOWLING TEAM

September 2014-June 2017

Captain

- Maintained an excellent dynamic among team members to ensure an effective PSAL team
- Advised and coached other members alongside the coach to help improve skill
- Recorded attendance and collected funds from each player throughout the bowling season
- Participated in every game to help achieve an undefeated season each year

STUDENT ATHLETIC LEADERSHIP TEAM

October 2015-June 2017

Secretary

- Took notes during meetings and sent out minutes immediately
- Created templates for each team, captain, and coach for organization purposes
- Recorded attendance at each meeting
- Announced new announcements and changes via social media and email

SKILLS

- Computer: Proficient in Microsoft Word, PowerPoint, Excel
- Language: Fluent in English and Cantonese
- Interests: Volleyball, Reading, Skiing, Traveling