

DEMI CHU

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EDUCATION

BABSON COLLEGE, SCHOOL OF BUSINESS

Babson Park, MA

Candidate for *Bachelor of Science*, expected May 2020

Area of Interest: Business Analytics

TAIPEI AMERICAN SCHOOL

Taipei, Taiwan

Graduated as Class of 2016

Awards: Honor Roll Fall 2013, Honor Roll Spring 2014

EXPERIENCE

Noods

Boston, MA

Chief Marketing Officer

01/2017 – 04/2017

- Created company presentations on rocket pitches, feasibility analysis, prototype testing and pulse reports
- Conducted a marketing survey among different ethnic groups, which led to new insights improving sales
- Obtained various suppliers, which led to a 21% decrease in COGS

Got Your Back

Babson Park, MA

Product Design Manager

09/2016 – 04/2017

- Coordinated marketing campaigns and managed the development of content for promotional and advertising materials
- Conducted quality checks on all inventory, ensuring all products sent to consumers are fault-free

Chelsea Music Festival

Taipei, Taiwan

Marketing Intern

Summer 2014

- Assisted in designing t-shirts, pamphlets, flyers and other promotions items

ACTIVITIES

Babson Asian Pacific Student Association

Babson Park, MA

Mentor

09/2016 - Present

- Served as a mentor to freshmen and provided advice on classes and future concentration options
- Assisted freshmen with their new college environment

Babson Korean Student Association

Babson Park, MA

Member

09/2016 - Present

- Volunteered and participated in various activities, which spread the culture of Korea
- Attained information on the Korean marketing industry through upperclassmen

Tie-Off

Babson Park, MA

Member

01/2017 – 05/2017

- Selected among 30 candidates through competitive application process
- Examined various growing industries in the United States and in Korea, looking for potential industries to enter

Community Service

Taiwan

Teacher

03/2010 – 03/2015

- Organized a group of students to teach English to less fortunate schools with 80-150 students
- Developed fun activities for students to learn about the American culture in an entertaining manner

SKILLS

Software: Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Access, Tableau, RStudio

Language: Mandarin (Native), Korean (Native), Japanese (Beginner)