



Berkeley, CA 94704

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## EDUCATION

### University of California, Berkeley

Media Communication Studies (B.A.), Society & Environment (B.S.)

**Expected Graduation: May 2019**

*Cumulative GPA: 3.8*

### Berkeley Summer Abroad

Barcelona, Spain - *International Migration*

**Jun-July 2016**

Geneva, Switzerland - *Business Innovation in Sustainability and Social Responsibility*

**Jun-July 2017**

## EXPERIENCE

### Marketing Analytics Intern

**June - August 2018**

*IPG Mediabrands, Universal McCann (UM) // San Francisco, CA*

- Collected, cleaned and interpreted raw data from media campaigns.
- Project Manager of the intern-specific Resident Agency Project, worked in a team of eight to design and create a presentation for onboarding new hires.
- Produced a 50-page handbook for the data analytics team documenting detailed data processes for all accounts within San Francisco office.

### Sustainable Investment Intern

**Nov 2017 - June 2018**

*Equilibrium Capital // San Francisco, CA*

- Collected and managed data for Salesforce and built reports to analyze investor relationships.
- Researched and monitored the impact investment industry and trends to write weekly abstract reports.
- Supported large scale event planning from conception to on-site support of annual forum centered on topics of sustainable agriculture, renewable energy and green real estate.

### Marketing & Branding Director

**May 2016 - Present**

*Prelude NorCal Dance Competition // Berkeley, CA*

- Used storytelling to design digital fliers and trailers to promote attendance for an established Bay Area dance competition with 8 years of history and a production budget of \$18,000.
- Coordinated, scheduled and wrote content as part of social media outreach strategy incorporating Facebook, Instagram, Twitter, and Youtube.
- Collaborated with a team of ten to sell out show of 2,000 people and generate revenue of \$32,000.

## LEADERSHIP & ACTIVITIES

### Undergraduate Research Apprentice Program

**Jan - May 2018**

*Digital Humanities Project with Professor Edward Timke // Berkeley, CA*

- Collected and managed data to support the research of a digital humanities project funded by the National Endowment for the Humanities.
- Conducted detail-oriented data entry for data visualization purposes.
- Worked remotely for 6-8 hours per week to complete assigned materials.

### Upsync Marketing Club

**Jan - Dec 2017**

*Committee Chair, Graphic Design // Berkeley, CA*

- Oversaw a team of four to build marketing presentations for outside clients.
- Served as liaison between committee members and client representatives.
- Project-managed the launch of a new app for an international firm by creating wire-frames and prototypes.

## SKILLS & INTERESTS

**Languages** - Cantonese (fluent); Mandarin (fluent); French (speaking); Spanish (speaking)

**Technology** - Microsoft Office (Word, PowerPoint, Excel), Adobe InDesign, Photoshop, Illustrator, Dreamweaver, Flash, iMovie, Marvel, Salesforce, Tableau

**Interests** - Dance (hip hop & ballet), piano, design, Disney, color guard, food and travel blogging