

IVY GONG

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EDUCATION

University of California, Berkeley | Berkeley, CA
Intended Bachelor of Science in Business Administration

May 2020
High School GPA: 4.6364

PROFESSIONAL EXPERIENCE

Ermana Web Design San Diego, CA | May 2014 - Present
Web developer and founder

- Built and maintained websites for businesses and non profits and provided complementary marketing consulting
- Client-faced with Pharmapace, San Diego World Affairs Council, SkyWorks Digital, Harry Potter Summer Camp

Souplantation San Diego, CA | Feb 2016 - Aug 2016

Marketing

- Signed 400 customers up for Souplantation's Club Veg program to increase the frequency of returning customers

Register

- Entered transactions in the cash register and provided customers with the total bill

Hamilton College Consulting San Diego, CA | Jun 2015 - Oct 2015

Marketing Consultant

- Assembled promotional ads and videos and publicized them through social media (Facebook, Instagram, Tumblr)
- Designed a Photoshop mockup for the company website and familiarized Joomla to put it together

LEADERSHIP & EXTRACURRICULARS

Innoative Design Berkeley, CA | Sep 2016 - Present

Web Tier committee member

- Designed and coded the Events page for the International Relations Council website using a Gatsby framework
- Familiarized Github and Sublime Text to build a personal website

Undergraduate Communications Association Berkeley, CA | Sep 2016 - Present

Design committee intern

- Employed Photoshop and Illustrator to design the cover photos, profile pictures, and flyers for weekly events
- Put together a Photoshop lesson plan and led the presentation to teach the program to other club members

Upsync Berkeley, CA | Sep 2016 - Present

Design committee member

- Designed the website for Agile Venture Capital and assembled it through the platform Strikingly
- Put together a Photoshop lesson plan and led the presentation to teach the program to other club members

Last Period San Diego, CA | May 2015 - Jun 2016

Producer, director, writer, and editor

- Led the production of an 11-episode comedy mockumentary web series; directed and edited 60 hours of footage

"A Week in the Wizarding World" Harry Potter Summer Camp San Diego, CA | Jul 2015 - Aug 2015

Founder and house counselor

- Planned and managed daily activities for 30 fourth and fifth grade students as the head of the Hufflepuff house

SKILLS & INTERESTS

Technical:	Proficient in Photoshop, Intermediate in Illustrator, Proficient in HTML/CSS, Proficient in Premiere Pro
Language	Conversational in Chinese, Intermediate in Spanish
Awards:	National Merit Scholarship (2016), Torrey Pines Scholarship (2016), BIOCOM video west coast winner (2015), TrendMicro What's Your Story video finalist (2015), Speak Standards video finalist (2015)
Interests	Piano (advanced level), hiking, finding good places to eat