

# Yan (Maggie) Luo

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## EXPERIENCE

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### CHAMPAMERICA INC.

NEW YORK, NY

*Lead Career Counselor*

04/2018 - present

- Provided one-on-one coaching to 1,200+ undergraduate and graduate students on career strategies, personal branding, resume revision, interview skills, and job search plans
- Conducted quantitative and qualitative research on employment trends helping students develop and refine strategies for career success; collected and used data to produce employment trend analysis
- Designed and implemented customized career education programs, engaging 500+ students and young professionals
- Developed strategic partnerships with 50+ employers (including international conglomerates such as UCar and China Everbright Group); liaised with top U.S. universities including University of Pennsylvania, Georgetown, NYU, etc., to bring remote recruiting to campuses
- Managed the entire life cycle of 30 + online career courses from initial assessments to curriculum design and development, execution, and evaluation; courses included 10 published on Udemy and 20+ designed for international study abroad agencies including Xindongfang, etc.
- Worked with subject matter experts to identify and capture learning content, and communicated project status to internal and external stakeholders

### NATIONAL CAREER DEVELOPMENT ASSOCIATION (NCDA)

NEW YORK, NY

*Social Media Co-lead, International Student Services Committee (NCDA-ISSC)*

06/2019 - Present

- Conducted extensive research and collected resources for student advising & counseling, multicultural counseling, supporting successful transitions, and navigating U.S. higher education systems
- Collaborated with university career counselors drafting 2020-2021 NCDA Recourses Guide, serving as an official reference document for international students, employers, and career coaches
- Designed and implemented content creation strategy for YouTube channel and LinkedIn group

### MANDARIN CONSULTING INTERNATIONAL

NEW YORK, NY

*Career Counselor*

09/2016 - 03/2018

- Led the development of data-driven sales approach: managed sales pipeline using Salesforce, analyzing data on prospective clients' demographics, sales cycle length, and conversion rates to improve sales performance
- Provided career counseling to 500+ students, advising them on career planning and job strategies, identifying their potential needs for career coaching, and converting prospective students to clients
- Proactively managed the training progress of students to ensure that they are making meaningful job search progress under the guidance of career coaches
- Recruited and managed 20+ campus ambassadors and student leaders from various universities, conducting training on community engagement and career education

### COLUMBIA UNIVERSITY

NEW YORK, NY

*Language Associate, Department of East Asian Languages & Cultures*

09/2015 - 05/2016

- Designed interactive pedagogical activities and lesson plans for 3 classes and taught 30 domestic students at Columbia University
- Facilitated and coordinated cultural exchange programs and Summer Language Programs

### TEACHERS COLLEGE, COLUMBIA UNIVERSITY

NEW YORK, NY

*ESL Instructor, Community English Program*

02/2015 - 08/2015

- Taught 2 group ESL classes with a total of 40 adult learners with intermediate English proficiency
- Drafted need analysis, created syllabus for the semester, set learning goals, and devise 60 daily lesson plans
- Developed assessment instruments and provided corrective feedback during the class
- Used task-based learning and brought authentic materials into the classroom to facilitate students' learning

**UNIVERSITY ENGLISH TEACHING CENTER****BEIJING, CHINA***President**09/2010 - 06/2013*

- Recruited and assigned 150+ members to engage in English teaching activities covering 36 communities with 600+ ESL learners in Beijing
- Established the First Beijing College Student Forum, benefiting 22 voluntary organizations with 100+ attending volunteer representatives

**EDUCATION**

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**TEACHERS COLLEGE, COLUMBIA UNIVERSITY****NEW YORK, NY***Master of Arts in Teaching English to Speakers of Other Languages (TESOL), GPA 3.75**May 2016*

Relevant Coursework: Classroom Practices, Pedagogical English Grammar, Developmental Psychology

**UNIVERSITY OF INTERNATIONAL BUSINESS AND ECONOMICS****BEIJING, CHINA***Bachelor of Arts in Business English, GPA 3.85**June 2014*

Relevant Coursework: Introduction to Linguistics, English Phonetics, Advanced Communication Skills

**SKILLS & INTERESTS**

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- **Skills:** Salesforce, HubSpot, Final Cut Pro, Canva, Microsoft Office (Word, Excel, PowerPoint)
- **Certificates:** Myer-Briggs Type Indicator (MBTI) Certified Practitioner
- **Languages:** Mandarin (Native), English (Proficient)
- **Interests:** Zumba, Swimming, Cooking