

# JENNIFER LUONG

---

## EDUCATION

UNIVERSITY OF FLORIDA SUMMER 2018, GAINESVILLE, FL – B.A. OF PHILOSOPHY

## SKILLS

**Creative** | Adobe Photoshop/Lightroom/Premiere/Illustrator • Photo Editing • Product Photography • Videography

**Technical** | Microsoft Office Suite • iWork Suite • HTML & CSS • Wordpress

## EXPERIENCE

### **BARISTA, STARBUCKS COFFEE COMPANY**

**JULY 2017-JULY 2018**

- On average conducted \$5k in daily sales with cash register duties.
- Maintained all equipment to UF food safety standards by following proper protocol.
- Upheld and followed the Starbucks brand guidelines with respect to customer service.
- Maintained relationships with key long term customers. Crafted made-to order espresso beverages.

### **MARKETING INTERN, IMMERSED GAMES**

**JULY 2015-DEC 2015**

- Performed research on target market and competing businesses for marketing lead. Prepared competitor analysis report of current marketplace conditions with 20+ competitors.
- Created marketing kit (opening letters and sales brochure) to invite companies and individuals to participate in marketing campaign.
- Generated content that aligned with brand values for Facebook and Twitter platforms.

### **BUSINESS TEAM MEMBER, SOCIETY OF AUTOMOTIVE ENGINEERS**

**AUG 2013-DEC 2016**

- Performed in-person customer feedback sessions for market viability. Customer feedback was used to create a sales presentation for international automotive competition.
- Created Keynote, visuals, and marketing commercials for business presentation competition for industry leaders. The presentation received 5th place out of 120 teams.
- Coordinated with corporate companies, local businesses, and University of Florida grant system to seek sponsorship for keynote event, resulting in a fully sponsored event with zero financial impact to the nonprofit. Saving organization \$1500 dollars of expenses.
- Led all aspects of marketing and advertising for the organization that includes website rebranding, social media updates, and creation of monthly newsletters for program alumni and program sponsors.
- Worked with engineers to generate engaging content for monthly newsletter. Newsletter was sent to team sponsors including Fortune 500 companies, engineering alumni, and over 30 small businesses.
- Created logo and brand materials for team, including design, organization and fulfillment of team apparel. Implemented a new purchasing system which resulted in 50% more apparel orders and faster turnaround time.
- Organically grew the facebook page likes over 300% in 3 years by releasing high quality photos and content.
- Created 1st place video submission for STAR-CCM promotional contest. Video was delivered in less than 48 hours, and organization received \$1000 award.

### **VP OF MULTIMEDIA, FILIPINO STUDENT ASSOCIATION**

**MAY 2013 - MAY 2014**

- Created weekly promotional videos for an audiences averaging 100 attendees.
- Led a group of 20 over a 12 week workshop teaching multimedia tools and the filmmaking process. Assigned projects and facilitated new members to produce a finished video product to present.
- Assisted in the coordination of two annual events with attendance of 1000 guests. Hosted guests from out of state and coordinated schedules and transportation.