

Karla Goo

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OBJECTIVE

Hard working marketing graduate with proven leadership and organizational skills seeking for an entry level position with a dynamic corporation.

EDUCATION

University of Illinois at Chicago – College of Business Administration

Expected: 05/2016

Bachelor of Science in Marketing Concentration: Innovation and Product Management

Minor: International Business and Economics

GPA: 3.46

Study Abroad, Yonsei University – Seoul, South Korea

06/2015-08/2015

- Coursework in Contemporary Korean Culture and Econometrics

ACADEMIC PROJECTS:

Marketing Research

Fall 2015

Bag Tags Inc.

- Created Qualtrics survey to identify a new target market demographic and analyze results utilizing SPSS
- Maintained communication with the Director of Sales and Marketing for feedback and consultation purposes

INTERNSHIP EXPERIENCE

LandLock Co., Intern

11/2015-05/2016

- Gathered information on prospect clients and designed contracts
- Researched current events relevant to industry to obtain new clientele
- Developed and maintained database with client demographic information

UIC Energy Initiative, Intern

09/2014-12/2015

- Provided administrative support to department directors
- Conducted Alumni interviews to collect feedback on a new webinar series
- Maintained weekly blog posts on UIC sustainability website

WORK EXPERIENCE

Shifrin Plastic Surgery, Surgery Coordinator

09/2016-12/2017

- Coordinated consultation dates and surgery dates with patients
- Advertised the practice with new, inquiring patients
- Corresponded e-mails and phone calls with patients' questions regarding the practice
- Organized patients' paperwork and fashioned it according to legal standards

Trunk Club, Stylist, Inside Sales

12/2017-1/2019

- Maintained customer book through various growth enabled performance metrics and sales quotas
- Manage inbound customer communication via chat, email and phone
- Implemented knowledge of brand information to clients' lifestyles and needs
- Provided real-time client support

LEADERSHIP AND ACTIVITIES

Delta Phi Epsilon International Sorority, Sisterhood Chair

11/2014-05/2016

- Adopted a six year-old child with cystic fibrosis and hosts fundraisers for his foundation: *Eat, Pray, Dean*
- Volunteered at multiple events to fundraise for the three philanthropies associated with the sorority
- Maintain and managed the organization website during recruitment season
- Provide mentorship to a new member to guide them through sorority regulations and academic advise

SKILLS

- Proficiency in Microsoft Word, Excel, PowerPoint, and SPSS
- Fluent in Spanish, conversant in Mandarin