

MANDY HONG

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EDUCATION:

Startup Institute

Technical Marketing Track

Boston, MA

Summer 2013

- Curriculum focused on SEO, Google Analytics, paid ad placement, inbound marketing, landing page creation, content marketing, branding and social media community management

University of Houston- Valenti School of Communication

Post-Baccalaureate Studies in Public Relations/Advertising

Houston, TX

Fall 2012

Texas A&M University - College of Agriculture and Life Sciences

Bachelor of Science in Nutritional Sciences

College Station, TX

Spring 2009

WORK EXPERIENCE:

Mandy Hong Photography- www.mandyhong.com

Photographer

Boston, MA

Fall 2005-Present

- Successfully design and create portrait/event sessions for 50+ clients
- Capture stunning photographs for the Getty Images editorial collection, one of the world's leading stock photography agencies

XERES, LLC

Director of Business Development

Houston, TX

Spring 2013

- Planned, managed and developed a cross functional team to obtain optimum performance
- Created presentations, completed proposals and negotiated contracts with clients
- Planned and allocated resources to effectively staff and accomplish company productivity and quality goals

Arte Público Press

Public Relations and Social Media Intern

Houston, TX

Fall 2012

- Successfully implemented social media strategies resulting in a 20% increase in public interaction
- Created press releases, as well as media kits for book releases and events
- Monitored and researched various media outlets for client coverage

Enterprise Rent-A-Car

Assistant Manager

Washington, DC

Winter 2011- Summer 2012

- Consecutively ranked top 2 in overall performance out of 45 assistant managers for 5 months
- Successfully developed and maintained a sales plan to increase branch net profits by 25%
- Supervised, trained and coached 7 management trainees to exceed company key performance indicators by providing a high level of customer service including management of the rental counter, customer flow and telephone service
- Managed daily finances including cash box, bank deposits and petty cash
- Recruited, interviewed, evaluated and hired new branch employees

Management Assistant

Fall 2010-Winter 2011

- Ensured the consistent application of proper underwriting practices, including auditing of tickets
- Developed, planned and actively participated in branch sales and marketing efforts to increase fleet size and mix by 5% in 1 month
- Managed branch receivables, including negotiating payment plans, collecting difficult account receivables, preparing write-offs for uncollectable accounts and recommending accounts for referral to collection

Management Trainee

Spring 2010- Fall 2010

- Consistently ranked top 5 in sales out of 200 associates in the region
- Successfully completed Enterprise Rent-A-Car's 6 month management training program

United States House of Representatives

Intern for Congressman Pete Sessions (TX) of the 32nd Congressional District

Washington, DC

Fall 2009

- Provided congressional outreach support to constituents and interest groups through writing letters and memos
- Tracked legislation through attendance at briefings and hearings on Capitol Hill
- Coordinated with other government offices to provide and administer Capitol Hill tours to constituents

AWARDS:

Enterprise Rent- A- Car

Washington, DC

- Achieved a record breaking 96% Customer Satisfaction Score (ESQi) in the DMV region
- Ranked #1 Assistant Manager in Washington, DC
- Voted "Best Person" in the Airport Management Trainee Program
- Ranked #1 in sales out of 200 associates

May 2012

June 2011, May 2012

August 2010- November 2010

April, June 2010

SKILLS:

- Proficient in HTML, CSS, Python
- Expert in Adobe Creative Suite 6