

Andy Li

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Professional Summary

Current marketing graduate student with 5+ years as an Accountant that is experienced in budget allocation and P&L statements toward overall cost reduction. Optimistic, creative and accountable with proven analytic abilities. Acquiring brand management skills through a CPG online camp to successfully develop and execute marketing plans.

Education

Master of International Marketing (MIM) Expected August 2016
HULT International Business School | San Francisco, CA

Bachelor in Managerial Economics with Minor in Communications (BS) June 2009
University of California Davis | Davis, CA

Experience

KIMPTON HOTELS-SIR FRANCIS DRAKE HOTEL/SCALA'S BISTRO—San Francisco, CA 2013 – 2015

Pay Master/Staff Accountant. Managed payroll system for 4 hotel properties with 400+ employees and processed payroll on a bi-monthly basis. Assessed hotel's current cost/revenue trends through monthly financial statement

- Controlled full cycle of AP by coding 500+ invoices weekly which reduced monthly costs by 10%
- Oversaw implementation of a new payroll system for 3 hotel properties with variable union rules
- Analyzed monthly P&L Statements to implement business decisions towards a 5% increase in GOP

Achievements/Volunteer

Xendit, Berkeley Bridge Case Competition -1st Place February 2016

- Positioned the mobile P2P transaction app as a B2C application for rapid user acquisition
- Recommended a new business model that helps buyers and sellers transact safely and efficiently in Indonesia
- Assessed marketing strategies to boost awareness and social trust within the Southeast Asia market

HULT International Business School-Vice President of PR/Social Media August 2016-Present

- Increasing brand awareness of HULT's Marketing Club through Facebook by acquiring 30% more users in a month
- Advocating the mission and goals of HULT's Marketing Club through mass group interactions and newsletters

Earlier Positions

- **THERANOS INC**, Accounts Payable Specialist—Palo, Alto, CA 2013 – 2013
- **KIMPTON HOTELS-ARGONAUT HOTEL**, Accounting Clerk—San Francisco, CA 2010 – 2013
- **MORGAN STANLEY**, Financial Management Intern—Sacramento, CA 2009 – 2009

Additional Information

Languages: English(Native), Cantonese(Fluent), Mandarin(Conversational)