

# Rochelle Yuan

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## EDUCATION

University of California, Irvine

Graduation: March 2019

Bachelor of Science in Business Information Management

## EXPERIENCE

### ***Social Media and Email Marketing***

November 2019 – Jan 2021

Website Depot Inc., Glendale

- Schedule and create social media posts/graphics using Sendible, Hootsuite, & GMB while keeping social media up to date
- Plan social media and email content while collaborating with photographer for product images
- Create and send marketing emails using Mailchimp, Firedrum, and Hubspot
- Design landing pages and banners for sites

### ***Sales Associate***

September 2018 – June 2019

Alpha Greek Apparel, Fountain Valley

- Take customer orders and answer phone calls
- Collaborate with coworkers to create customized clothing items
- Organize inventory after receiving U.S.P.S. or UPS deliveries

## LEADERSHIP

### ***Vice President Internal***

May 2018 – May 2019

Phi Zeta Tau, University of California, Irvine

- Create and email quarterly newsletters of recent and upcoming events, act as liaison between alumnae and current members, and help make decisions regarding the sorority
- Plan social events for the whole organization and attend weekly meetings

### ***Website Manager***

May 2017 – May 2018

Phi Zeta Tau, University of California, Irvine

- Design, manage, and update the organization's website using WordPress
- Create blog posts describing events related to the sorority
- Prepare flyers and design shirts for recruitment

### ***Cabinet Intern***

January 2016 – June 2016

Chinese Association, University of California, Irvine

- Plan, set-up, and host/organize events and design publicity materials
- Fundraised tickets for events as well as sold food and drinks

## SKILLS

- Proficient knowledge of Microsoft Office and Google Suite
- Proficient knowledge of Sketch, Figma, and InVision
- Self-taught in Procreate and brush lettering