

**ROSIE FAN**

(510) 415-3511

rosie@

haasalum.berkeley.edu

2103 Grant St, #2
Berkeley, CA 94703

EDUCATION

B.S. Business Administration

Haas School of Business,
University of California, Berkeley
2009 - 2013
Minor in Music

SKILLS

TECHNICAL

Salesforce
SQL
Excel
Visio

MARKETING

Hubspot
Pardot
Hootsuite
Google Analytics
SEO

DESIGN

HTML/CSS
Sketch
Adobe Suite
UI/UX
Wireframing

LANGUAGES

English
Mandarin
Japanese

CERTIFICATIONS

HUBSPOT

Inbound Marketing

HOOTSUITE

Certified Professional

SALESFORCE

ADM-201

SCRUM

Certified Scrum Master

EXPERIENCE

Program Manager: Mentor Growth

Designlab, San Jose, California

August 2015 - November 2015

- Lead generation and outreach to grow global mentor program for growing online design education startup.
- Community management and event planning for mentor population that aligns with brand guidelines.

Digital Marketing Intern

Crayon Crunch, Walnut Creek, California

August 2015 – Present

- Digital and social media marketing, content creation, and website design for early-stage startup that makes personalized children's books for children of all races and ethnicities, as well as children with disabilities.
- Also responsible for marketing strategy, content calendar, paid social (Facebook), and email marketing for Frecklebox, a \$1 million revenue company that creates personalized children's products. Community management of Facebook page with 25,000 followers and email list of 65,000 subscribers.
- Create and design ads and drip campaigns across social media channels and email.
- Monitor and analyze KPIs to optimize ad/campaign performance, spend, and ROI.

Senior Business Analyst/Project Manager, Sales Compensation (Rotation Program)

Salesforce, San Francisco, California

August 2014 – Present

- Project management lead on sales compensation process and systems integration for ExactTarget, Salesforce's largest acquisition to date. Led technical requirements gathering, process development, UAT, training, and implementation across 5 Comp teams, IT, Finance, and Business Operations.
- Led cross-functional team of 6 in creating and implementing a process for introducing new products.
- Managed monthly close analytics and reporting for 70-person global Sales Compensation organization using key metrics, reports, and dashboards.

Associate, Internal Audit (Rotation Program)

Salesforce, San Francisco, California

August 2013 – August 2014

- Worked on 3 internal consulting projects on commissions, internal Salesforce org, and partner onboarding processes. Owned testing and teamed with business to make improvement recommendations.
- Led 3 investigations and assisted with special projects such as a Company-wide risk assessment of interviews with VPs, SVPs, and top executives.
- Collaborated directly with Director and VP of Internal Audit on the risk assessment process for ExactTarget.