

MELODY MIU

San Diego, CA

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EDUCATION

Master of Science in Business Analytics, Rady School of Management
University of California, San Diego, CA

12/2025

Bachelor of Science, Business Economics
University of California, San Diego, CA

06/2023

- Minor: Supply Chain
- Coursework: Operations Management, Strategic Cost Management, Product Marketing and Management

EXPERIENCE

Fiscal Coordinator, University of California, San Diego

08/2023 - Present

- Resolved 1500 ServiceNow tickets at a rate of 9 days from staff, faculty, and students on related financial activities in accordance with university guidelines
- Performed monthly audit, analysis, & reconciliation of ledgers through cost transfers, encumbrance adjustments, UCPath funding, direct retros and transfers of funds for 8 colleges through Oracle Financials
- Reconciled and processed 1000+ card expenditures, travel authorizations, execute contracts & honoraria in accordance with university guidelines
- Implement established accounting budget controls to ensure spending is within funding limits & timeframe

Festival Coordinator, UCSD Concerts & Events, La Jolla, CA

11/2021 - 06/2023

- Produced a 2-day concert and 2 large scale festivals, aligned with student interests based on data & industry research & launched 4 month media strategic plan created 9% increase in festival registrants of 17,519
- Managed \$2.4 million to concert logistics and activations including security & personnel, production, vendors, talent, venue management, & sponsors to efficiently work around inflation without compromising quality
- Negotiated 20+ contracts with agents for artist compensation, backline, & hospitality to meet artist needs, follow strategic plan to stay within budget and timeline for best possible outcome for both parties involved
- Collaborated directly with 5 pro-staff, cross functional teams, and additional vendors to delegate duties to enhance efficiency of project planning process

Sales Operations / Finance Intern, Gigwell Inc, San Francisco, CA

06/2021 - 09/2021

- Identified 800 prospective leads through outbound email marketing campaigns to generate sales pipeline opportunities; generated 5 sales demos and converted 2 accounts from prospective clients
- Analyzed churn using Excel to inform sales team of performance, decreasing churn to 3%
- Coordinated billing activity to resolve unpaid invoices case by case to ensure strong relationships with customer accounts, 80% success rate

Marketing Coordinator, UCSD Concerts & Events, La Jolla, CA

11/2020 - 06/2021

- Developed and implemented 26 event marketing campaigns with various stakeholders
- Increased community engagement & following on Instagram by 40% by executing social media marketing strategy
- Collaborated with student-led graphic studio to create marketing concepts, assets, & merchandise for events to increase turnout by 30%

SPECIALIZED SKILLS

- **Languages/Coding:** Python, Java, R
- **Operating Systems:** Microsoft Office & Windows, Excel (Advanced), Apple iOS, Google Suite, Oracle Financials, Servicenow
- **Spoken Languages:** Cantonese