


ANDREA TAI

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Education

Santa Clara University

Sept 2016 - Expected 2020

Bachelor of Arts in Communication, Minor in Information Systems and Analytics, Minor in Economics

Relevant Coursework: Principles of Marketing, Financial Accounting I, Contemporary Business Issues, Interpersonal Communication Studies, Management of Organizations, Technology and Communication

Experience

MariaDB

Redwood City, CA

Marketing and Communications Intern

January 2020 - Present

- Create and post content to social media channels; Execute social media campaigns
- Track engagements, conversations, and other metrics

Seagate Technology

Cupertino, CA

University Relations & Talent Acquisition Intern

June 2019 - Aug 2019

- Organized events and coordinated for on-site and campus events
- Responsible for creation of UR branding materials and global social media outreach
- Coordinated diversity outreach to target universities

ARRIS Group Inc.

Sunnyvale, CA

Sales Operations Intern

June 2018 - Aug 2018

- Use Salesforce.com and Microsoft Office products to help drive sales processes and improve process efficiencies
- Engage both Business Systems Analyst, Salesforce.com team, and Data Governance team

Spoon University - Santa Clara University

Santa Clara, CA

Social Media Marketing Manager

Oct 2016 - June 2020

- Responsible for posting social media content for organization
- Generated 1,000 followers to achieve a 20% growth in audience

Santa Clara University

Santa Clara, CA

Welcome Weeks Coordinator

May 2017 - June 2020

- Organized programs and activities around move-in schedules for incoming freshmen
- Generated marketing strategies to promote programs during welcome weeks
- Designed program booklets

TEDxSantaClaraUniversity

Santa Clara, CA

Co-President / Director of Marketing

Jan 2017 - May 2018

- Coordinated and assembled speakers through multiple applications and interviews
- Selected and created the executive board team through applications and interviews
- Designed posters and programs for event, engineered the organization's website

Skills and Interests

Languages English (Native), Mandarin (Native), Taiwanese (Intermediate), Spanish (Intermediate)

Technical	Adobe Photoshop	Adobe InDesign	Windows	Word	PowerPoint	Android	Salesforce.com
	Adobe Lightroom	Adobe Illustrator	macOS	Excel	OneNote	iOS	Entomo

Non-Technical	Event Planning	Sales Operations	Social Network	Project Management
	Marketing	Management	Team Leadership	90WPM Typist

Interests	Photography	Snowboarding	Cooking	Traveling
	Videography	Skiing	Music	Jigsaw puzzles