


# 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 - July 2020

- 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)

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

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

<b>Interests</b>	Photography	Snowboarding	Cooking	Traveling
	Videography	Skiing	Music	Jigsaw puzzles