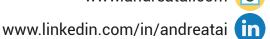


ANDREA TAI

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www.andreatai.com



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

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 - Present

- 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 - Present

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

Santa Clara University Women's Basketball

Santa Clara, CA

Manager

Jan 2018 - May 2019

- Responsible for assisting the Santa Clara Basketball Coaches with daily operations
- Manage all things vital for the Women's Basketball team

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

> Excel OneNote Adobe Lightroom Adobe Illustrator OS X iOS **Entomo**

Social Network **Project Management** Sales Operations Non-Technical Event Planning

Team Leadership 90WPM Typist Marketing Management

Interests Photography Snowboarding Cooking Traveling

Jigsaw puzzles Videography Skiing Music