

Shuxuan He

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EDUCATION

Chapman University

Orange, CA

Bachelor of Science in Business Administration, Minor in Data Analytics

- Relevant Coursework: Data Science, Applied Business Analytics, Statistical Models in Business Analytics, Python, International Business, Financial Management, Management Information Systems, Econometrics, Product Operations
- Activities: Nikkei Student Union, Korean American Student Association, Finance Society, Accounting Society

WORK EXPERIENCE

Futronics Corporation

Pasadena, CA

Talent Acquisition Intern

January 2023 – May 2023

- Gained hands-on experience by observing and participating in HR training and development sessions, covering areas such as timekeeping, payroll, HRIS, recruiting, onboarding, employment law, employee relations, and benefits
- Served as the lead point person for interview scheduling and coordination for an average of 15 candidates per week
- Crafted an average of 15 job descriptions a week specializing in the technical and medical field, ensuring that every role is optimized for SEO and has appropriate terms integrated for search
- Managed an applicant tracking system using VLOOKUP of over 500 applicants ensuring 100% efficiency
- Supported talent acquisition in efficiently screening over 700 applicants, leveraging strong organizational skills
- Actively participated in brainstorming sessions for employee engagement opportunities and corporate event planning

Cybertegic Inc

Pasadena, CA

Market Research Intern

June 2022 – September 2022

- Conducted comprehensive financial analyses and market assessments to inform strategic planning, contributing to a 15% increase in cost efficiency
- Collaborated on projects that enhanced revenue streams, evidenced by a 20% growth in targeted sectors
- Partnered in website development for multiple businesses leveraging strong teamwork and effective communication to ensure alignment with clients' needs, resulting in a 20% growth in website engagement
- Led market research initiatives, identifying key trends that resulted in a 10% improvement in strategic investment
- Developed and maintained financial models aiding in budget forecasts that closely matched actual expenditures within a 5% variance

American Furniture Alliance Inc.

Corona, CA

Client Service Intern

June 2022 – September 2022

- Efficiently managed over 200 client inquiries, maintaining a 95% satisfaction rate through client engagement
- Instrumental in implementing a client feedback system that led to a 30% improvement in service delivery
- Instrumental in a team that retained 85% of high risk accounts through tailored service strategies
- Orchestrated a major client data analysis report, leveraging advanced analytics tools to uncover key trends and insights, leading to a 15% increase in targeted marketing effectiveness and enhanced client engagement
- Developed and analyzed client service reports, identifying trends that resulted in a 20% increase in client engagement

Nine27.co

Irvine, CA

Social Media Management Intern

March 2022 – June 2022

- Assisted in the Development Promotional Campaigns for multiple clients (latest client received a 7x R.O.A.S. in just 7 months for \$70K P/M)
- Drove a 35% increase in online traffic through targeted social media advertising, resulting in a 20% rise in lead
- Enhanced brand presence across platforms, leading to a 25% growth in follower count within 3 months
- Boosted follower engagement by 50% by spearheading a digital marketing campaign that utilized analytics to tailor content strategy

Serendipity Threads

Diamond Bar, CA

Entrepreneur

February 2019 – July 2022

- Founded a handmade scrunchie business to raise funds to help the less fortunate during the COVID-19 Pandemic Crisis in America, as well as the Black Lives Matter movement
- Raised over \$1000 and donated face masks for COVID relief and Black Lives Matter charities such as Color of Change, NAACP Legal Defense and Educational Fund, American Red Cross, and UNICEF

SKILLS & ACTIVITIES

Skills: Microsoft Office Suite, Excel, Python, SPSS, SQL, R, Adobe, Canva, Mandarin, Korean, Social Media Marketing

Certifications: Google Data Analytics, California Real Estate, Udemy Excel, Udemy Agile Project Management, Udemy Database Design