

JUDY LY

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669-232-7629

EDUCATION

University of Southern California – Marshall School of Business

Los Angeles, CA

Bachelor of Science in Business Administration

Expected May. 2024

- Awards: University Scholarship, Alec Gores - Marshall Scholarship, VITA Blossom Award

WORK & LEADERSHIP EXPERIENCE

Business Analyst Intern

Marina Del Rey, CA

Arro Finance

Jun. 2023 – Present

- Devised app store optimization strategy using 13 data visualization insights from top 20 keywords and 10 competitor analyses. Created pitch deck to pitch proposal to direct manager and CEO
- Analyzed patterns across 95 welcome/learn screens in competitive research on 5 popular education apps to inform strategic enhancements of app's flow
- Organized team affinity mapping session with direct manager to address root causes of failed payments and identified 11 consumer behavior patterns from 7 user interviews
- Engaged in weekly meetings with C-suite, technical engineers, and board of directors to review proposal and implementation of new app features

Social Media Intern

Remote

Arro Finance

Jun. 2022 – May. 2023

- Partnered with direct manager and marketing agencies to strategize content creation based on customer insights and ongoing analysis of content performance
- Increased IG followers from 20 to 1,273. Amplified reach from 0 to ~53,530 IG accounts through 135 posts and 11 stories and from 0 to ~29,770 FB accounts through 111 posts. Generated notable traction from 0 to ~3,350 IG profile visits and from 0 to ~1,320 FB page visits

Powerlifting Competition Consultant

Irwindale, CA

USA Powerlifting

Aug. 2022 – Feb. 2023

- Spearheaded the 6-month planning and day-of operations of a high-profile powerlifting competition on behalf of client. Coordinated efforts among all stakeholders, including 82 athletes, 33 staff members, 7 sponsors, and over 300 spectators
- Managed all operational logistics, including staff management, sponsor relationships, and revenue forecasts. Generated ~\$10k in revenues and ~\$3k in profits internally and ~\$4.5k for client
- Ran an independent social media page to promote the event and organically reached accounts 9.45x the size of follower base in two-month span. Built partnership with client for competition content, totaling ~3,900 impressions between 35 posts and ~750 profile visits

E-Filer & Head of Recruitment

Los Angeles, CA

USC Volunteer Income Tax Assistance

Jan. 2022 – Mar. 2023

- Coordinated the preparation of 35 tax returns for clients on an individual basis. Collaborated with board to e-file 35 client returns. Perform QC and final review on 16 tax returns
- Led recruitment department of 6 to upkeep 5 comprehensive, internal training materials and presented updated slides during monthly training sessions. Hosted office hours for new recruits
- Promoted to e-board (2022-23) from volunteer tax preparer (2021-22)

TECHNICAL SKILLS

Python, HTML, Excel, PowerPoint, Jira, Trello, Customer.io, Figma, Canva