

# FirstName LastName

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## SKILLS AND ACHIEVEMENTS

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- 3+ years executive level experience in project management and development of an 80-member nonprofit
- Produced 5 market research projects studying SEO, segment strategy and inbound marketing
- Demonstrated high level of cultural competency from living, working, and traveling to 7 countries in 2 years
- Technical Expertise: MS Office, Tableau, SQL, and basic knowledge of Java, C-, Ruby, and HTML
- Language Fluency: Mandarin (native), English (fluent), Fujian (conversational), Cantonese (basic)

## EDUCATION

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**Bachelor of Arts in Business Administration**, Minor in Computing and Software Systems Expected June 2019  
*University of Washington Bothell* *Bothell, WA*

- GPA: 3.8
- Honors: Deans List, Autumn 2016, Winter 2017
- Awarded \$4000 Mary Gates Leadership Scholarship

## RELATED EXPERIENCE

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**Treasurer** September 2016 – Present  
*Beta Alpha Psi chapter at University of Washington Bothell* *Bothell, WA*

- Maintained annual organization budget of \$125K and appropriated funds among 3 revenue accounts
- Managed 7 different expense accounts, internally and with contracted services, maintaining 100% accuracy
- Applied knowledge of segmentation strategy and position statement writing to conduct annual fundraising
- Planned networking mixer with 25+ employers which resulted in 25% increase in student membership

**Vice President of Marketing and Sales** April 2015 – Present  
*AISEC United States Inc.* *Seattle WA*

- AISEC is the world's largest student-lead talent sourcing program that provides international talent to companies and organizations and leadership development programs to 80,000 members in 124 countries
- Led Seattle chapter to win 4 awards, including National Excellence Award and DHL "Can-Do" Attitude Award
- Directed and coached Executive Board of 6 Vice Presidents to examine management strategies and marketing initiatives, resulting in 300% net sales gain, 100% net market reach, and 90% talent retention
- Oversaw event budget of \$100K, in planning 50+ events and projects that increased market reach by 10%
- Developed direct and social media marketing initiatives to campus audience of 30,000

**Administrative Assistant** January 2013 – March 2015  
*Next Media* *Hong Kong, China*

- Collaborated with a team of 4 to analyze current, financial, and SEO performance level of a local company
- Delivered 10 strategic and tactical recommendations to HR department to increase operational efficiency and improve internal communications, with 4 plans implemented by Executive Director

## AWARDS

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- Duke of Edinburgh Gold Award, oriented and executed a 2 week hiking expedition to summit Mt. Kenya
- Selected for a month long leadership program in Okinawa, Japan (AYDPO) culminating in pitch to local government to preserve local coral reefs