

EDUCATION

Utah State University, Jon M. Huntsman School of Business

Logan, UT

Bachelor of Arts, International Business, Dual Minor: Chinese, Marketing

May 2025

- **GPA: 3.75**
- Marketing Director, Women in Business Association
 - Increased monthly meeting attendance 40% introducing a new social media marketing campaign
- Scholarship recipient, 6-month study abroad in China
- Dean's List, awarded for high academic achievement

PROJECTS

- Developed a business proposal with 4 team members including a budgeted financial statement, business plan, sample contracts, HR anti-discrimination policy, and other documents

EXPERIENCE

Henderson's Financial Group

Providence, Utah

Marketing Internship

Jan 2022 - Present

- Researched consumer opinions and proposed adjustments to current strategies accordingly, improved campaign quality
- Worked alongside marketing director in creating content to enhance social media, thereby extending audience reach
- Implemented marketing methods such as new unique promotions and events, increasing event attendance by 7%
- Managed volunteer groups of 30+ individuals in company projects, strengthening morale and comradery
- Edited and created 10 flyers, 5 brochures, 50-70 photographs with Adobe InDesign, Adobe Photoshop, Canva, and Adobe

Old Navy

Logan, Utah

Associate Inventory and Department Lead

Aug 2021 - Jan 2022

- Collaborated with management, enhanced departments and implemented new merchandising strategies which improved customers' shopping experience
- Assisted 5 brand associates and 2 managers, handled cash drawers, answered questions, satisfied difficult customers, unloaded merchandise, and organized products, contributing to highly professional work environment
- Stocked, replenished, and organized inventory with accuracy and efficiency, completing tasks 20% faster than average brand associates

SERVICE

The Church of Jesus Christ of Latter-day Saints

Saigon, Vietnam

Full-time Volunteer, Vietnamese Speaking

Feb 2019 - Aug 2021

- Analyzed 12-team statistics to determine weekly training meeting topics and teaching methods, fostering collective achievement of improvement goals
- Conducted and taught group meetings for up to 20 volunteers regarding communication and teaching skills, increasing effectiveness in communication and teaching strategies
- Maintained 3 social media platforms 15 hours weekly, assisted in advertising and networking in Vietnamese, reaching increased number of targeted audiences

The Family Place

Logan, UT

Part-time Finance Volunteer

Jan 2018 - Feb 2019

- Advised 3 low-income families on creating household budget, helping families implement financial strategies
- Coached 15-20 parents on an effective family finance strategy, facilitating confidence in strategic spending
- Developed leadership skills by teaching groups of 8-10 families to set and achieve monthly goals

SKILLS / INTERESTS

- Mandarin Chinese, Business Proficient
- Vietnamese, Intermediately/conversationally fluent
- Instagram, professional social media account management
- Adobe and Adobe byproducts, Advanced
- Member, USUSA Archery Club