

## **EDUCATION**

- UCI, Paul Merage School of Business, Irvine, CA** **06/2009**  
*Master of Business Administration, Marketing*
- VP of Communications, Merage Student Association
- UCLA, Los Angeles, CA** **06/1998**  
*Bachelor Arts, Geography/Environmental Studies*
- Minor in Business and Administration

## **EXPERIENCE**

- Evidant Corporation, Laguna Hills, CA** **05/2008 – 07/2008**  
*Marketing Intern*  
Established quality control measures in business software development and designed business intelligence reporting tool.
- Wrote marketing copy for product positioning on partner's Website to build brand awareness on East Coast.
  - Created company-wide quality assurance process to ensure software development reaches milestones with fewer known issues. Designed flowchart identifying engineering and testing roles.
  - Designed Crystal Reports applications to help customers better comprehend their companies' data metrics.
- Maritz, Inc., Torrance, CA** **09/2005 – 06/2008**  
*Web Project Manager*  
Oversaw planning, development, and quality control of multiple \$30,000-\$150,000 interactive projects delivered through the Internet, employee conferences, and consumer-facing events for a marketing services company.
- Drafted and submitted budget proposals to account executives to bid for new client projects. Recommended budget changes where necessary to secure project bids.
  - Managed cross-functional teams of creative directors, writers, Web programmers, marketing coordinators, and third-party vendors to deliver training modules and product launch events that led to increase in clients' customer loyalty.
  - Defined project schedules and resources using Microsoft Project and SharePoint.
  - Assessed and resolved critical paths to meet project milestones and deadlines. Identified and resolved issues and conflicts within project team.
  - Identified consumer behaviors and trends through analyzing Web data and reports.
  - Led 5-10 group training sessions and created custom training manuals for SharePoint software application.
  - Collaborated on department initiative to streamline office workflow and communications.
  - Delivered projects to Toyota, Lexus, and Honda clients on schedule while consistently staying 10-20% below budget.
- CraneMorley, Inc., Long Beach, CA** **07/2004 – 08/2005**  
*Project Lead*  
Produced and managed project development of \$30,000-\$65,000 Flash-based performance improvement and training programs for a company that provides automotive instructional design services.
- Coordinated with account executive to meet client requests for proposals.
  - Managed teams of Flash developers, Web programmers, subject matter experts, and QA personnel in delivering self-paced training modules for Honda and Mazda sales associates and automotive technicians. Deliverables consistently used 60-75% of budget.
  - Partnered with clients to address project concerns. Good relations led to praise and client retention.
- Long Beach State University, College Extensions Services, Long Beach, CA** **11/20002– 07/2004**  
*Web Course Designer/Developer*  
Designed and developed online courses for university's distance learning program.
- Collaborated with instructors to deliver classroom learning to the Internet. Created marketing tools to promote new courses. Assumed instructional designer role to help teachers effectively transfer knowledge and content online.
- Quisic Corporation, Marina del Rey, CA** **02/2000– 02/2002**  
*Production Supervisor/Developer*  
Created online and CD-ROM training modules to Lexus, United Airlines, and Kyocera for a multimedia company.
- Shortened production deadlines by creating improvements to development workflow process.

## **ADDITIONAL INFORMATION**

- Computer applications experience: PowerPoint, Excel, Word, SharePoint, JMP (statistical tool), ARGUS - DCF, Photoshop, Illustrator, Flash, Windows XP and Vista, Mac OS X.
- *Systemation* certificate in "Fast Start in Project Management."
- Interests: Polaris Investment Competition participant, managing personal finances, Challenge-4-Charity volunteer.
- One-semester study abroad exchange program at National University of Singapore Business School.