

Duke University Student

email | phone #

EDUCATION**Duke University, Trinity School of Arts and Sciences**Expected May 2023 | **Durham, NC***Bachelor of Science in Psychology with Economics Minor and Innovation & Entrepreneurship Certificate*

- Cumulative GPA: 3.8/4.0

East Chapel Hill High SchoolJune 2019 | **Chapel Hill, NC**

- Cumulative GPA: 4.0/4.0, SAT: 1570/1600, ACT: 34/36
- **Awards & Honors:** Valedictorian, "All American" Cheer Award, Junior Varsity Coaches Award, Varsity Letter, Athletic Excellence Dedication Award, Total Commitment Athletic Award, Mayor's Award for Community Service
- **Extracurriculars:** Captain of Varsity Cheerleading for 2 years, President of National Honors Society, President of Asian Student Association, Summer Ventures at NCSSM, Science Olympiad, Summer Teacher in Taiwan

RELEVANT EXPERIENCE**The Estée Lauder Companies Global Product Development Intern**June 2022-August 2022 | **New York, NY**

- Evaluated data on top 10 concealers by sales and market trends to recommend new product strategy to executive leadership
- Facilitated R&D standardization process by shade-matching 3 concealers currently in development during in-lab visits
- Compiled revenue profiles for 50+ lip products to develop an internal database for marketing references
- Conducted company sponsored community building events as part of the Intern Engagement Committee

Mystery Meals Chief Executive OfficerAugust 2020-August 2021 | **Durham, NC**

- Earned \$1,300+ in pilot sales of meals, amassed 140+ people on waitlist, called a "fun idea" by Mark Cuban
- Conducted A/B testing with Facebook advertisements and optimize SEO to increase conversion rates by 2%
- Curated and increased brand affinity through graphic design for social media channels and marketing campaigns (30k+ views)
- Prepared market research, performed competitive analysis, modeled financial projections for weekly briefings with board

Duke Department of Medicine Innovators Academy Business AnalystJuly 2020 - January 2021 | **Durham, NC**

- Developed and implemented growth strategy for 3 medical startups, defining value proposition & determining market fit
- Secured \$10,000 for cardiomyopathy financial support startup after pitching to stakeholders at Duke Hospital Board
- Managed \$13,000 in funding for renovated cart system which reduces holes in operating room sterile wrapping, improving surgery workflow and quality of care for patients (reduced risk of infection & earlier discharge)

Duke Impact Investing Group ConsultantSeptember 2020-May 2021 | **Durham, NC**

- Provided pro-bono consulting to GreenToGo, a socially-minded local business targeting food packaging waste in restaurants
- Created high fidelity wireframes for backend display of key restaurant metrics to spearhead technology development
- Collaborated with data sector to visualize and analyze revenue and customer retention rates in order to boost profit margin

Hyperspace Ventures Product Development InternJune 2020-July 2020 | **Chapel Hill, NC**

- Conceptualized and validated new educational tool for startup incubator program
- Designed, prototyped, and tested high fidelity UX/UI wireframes on Figma for End User platform (hyperlink if applicable)

LEADERSHIP EXPERIENCE**Full Frontal Director of Business Development**January 2020–August 2020 | **Durham, NC**

- Created sustainable clothing brand that employs artists to customize and resell consignment items for final class deliverable
- Coordinated inventory with 10 local artists, managed social media platforms, designed logo and wireframes for website/app.

Duke Asian Student Association Publicity DirectorMarch 2020–March 2021 | **Durham, NC**

- Produced video, photo, and graphic design content for Duke's largest cultural organization (300+ members)
- Executed marketing strategy on social media platforms following current advertising trends
- Increased Instagram follower ratio by 300%, reached 2,000+ accounts on Facebook, expand to TikTok platform

OTHER EXPERIENCE**Sparrow Lending Director of Growth at Duke**September 2021- August 2022 / **Durham, NC****P&G Standout Emerging Leaders Brand Management Candidate**August 2021/ **Cincinnati, OH****Duke Business Oriented Women Member**September 2020 - Present | **Durham, NC****Duke Kay Lab of Neurobiology Research Assistant**October 2019 – May 2022 | **Durham, NC****Duke Story+: Ethics of AI in healthcare management Researcher**June 2020 – July 2020 | **Durham, NC****SKILLS & INTERESTS**

Consulting Example Resume

Skills: Adobe Suite (proficient), Microsoft Suite (proficient), Spanish (Intermediate), Mandarin (proficient), R, Retinal Dissections

Interests: Urban dance, Oil-Painting, Severance, Game of Thrones, Black Mirror, Bubble Tea, Jordan Peele movies, Omakase, NFTs & Art Markets