

EDUCATION	VANDERBILT UNIVERSITY OWEN GRADUATE SCHOOL OF MANAGEMENT Master of Marketing, May 2024 GPA:3.8 <ul style="list-style-type: none">• GRE 335 – Verbal: 166 Quantitative: 169• Member: Owen Marketing Association and Owen Women's Business Association• Major Coursework includes: Marketing Communication, New Product Development, Marketing Management, Brand Management, Marketing Analytics, Pricing Strategy	Nashville, TN
	UNIVERSITY OF CALIFORNIA, SAN DIEGO Bachelor of Science and Bachelor of Arts, June 2022 Majors: Business Psychology and Japanese Studies GPA: 3.72/4.0 Provost Honors	San Diego, CA
EXPERIENCE	ISRAEL FOREIGN ECONOMIC AND TRADE MISSION <i>Media Research Intern</i> <ul style="list-style-type: none">• Supported Trade Directors for cross-sector trade promotion and CRM with international business.• Assisted with planning, promotion, and management of business events and conferences.• Managed social media account's blog updates and contributed to enhanced online presence.• Contributed to client outreach and relationship-building• Conducted industry research for strategic insights reports and translated business documents	Sichuan, China
	AMAZON PET PRODUCTS MARKETING PROJECT <i>Product Marketing Intern</i> <ul style="list-style-type: none">• Conducted market research on U.S. pet odor control and clean-up products, focusing on market size and gross margin trends within the pet supplies sector to assess entry opportunities in the pet cleaning market.• Administered surveys to 200 cat and dog owners, extracting insights on customer pain points and unmet needs through analysis of purchase demand.• Developed three customer-oriented product concepts, conducting competitive analysis against market leaders for optimal product selection based on estimated market size and growth potential.• Presented a comprehensive marketing project proposal to manager.	Remote, China
	GAMING SECTOR DATA ANALYSIS PROJECT <i>Research Analyst</i> <ul style="list-style-type: none">• Utilized Excel and Jamp tools to analyze and interpret data on genres by sales, game rating by sales and console platforms by genre to determine the market trend of video games;• Analyzed sales and market size of video games of various categories in Japan/North America/Europe using AB testing, classification and KPIs to determine the non-US target markets for ER Games when releasing the game;• Provided ER Games with business advice on its optimal target market and game genres based on above the analysis results;	San Diego, CA
LEADERSHIP Summer 2022	COMMUNITY SERVICE PROJECT <i>Project Coordinator – Japanese/Professional Purposes III</i> <ul style="list-style-type: none">• Brainstormed a plan with teammates for raising elementary school children's awareness of saving food;• Created fun activities and interactive teaching session using posters that taught children the importance and the method of food preservation;• Promulgated the importance of food conservation to elementary student at Kokugo Gakuen School through the workshop.• Delivered a compelling workshop on food conservation to elementary students at Kokugo Gakuen School.	San Diego, CA
ADDITIONAL	<ul style="list-style-type: none">• Language Proficiency: Chinese (Native), English (Fluent), Japanese (Fluent)• Technical Skills: Jamp, SPSS, SAS, Canva• International Travel Experience: Japan, Singapore, Korea, Philippines, Thailand, Israel	