

AMY TANG

Riverside, CA
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Professional Skills

Project Planning and Management
Social Media and Digital Outreach
Market Research and Competitive Analysis

Multiple Platform Launches
Contract Negotiation
Administrative Management

Education

University of California | Riverside
The A. Gary Anderson Graduate School of Management
Master of Business Administration (June 2020)
Concentration: Marketing; GPA: 3.5
Awards: Dean's List; Rotary Scholarship

Riverside, CA

Chulalongkorn University
Bachelor of Arts, Honors (June 2017)
Major: Public Relations, Minor: Advertising; GPA: 3.3

Bangkok, Thailand

Experience

Globalized Technologies, Inc.
International Business Plan Consultant (2018)

Chino, CA

- Six consulting team members formulated a business plan to establish a European branch office
- Market research identified Vienna, Austria as the optimal location for our client's firm
- Researched cost projections, legal procedures, and local labor conditions
- Worked with the firm's CEO throughout the project; awarded 1st Place in case competition

Schwinn Communications, Inc.
Account Coordinator (Summer Intern, 2017)

Redlands, CA

- Secured placement in *Forum IEC* (International Engineering Consortium)
- Wrote fact sheets, press releases, briefing pages, and pitch letters/emails
- Researched and updated strategically important information: social media, publications, List award grids, editorial calendars; monitored news articles and social media

AIG, Inc.
Public Relations Specialist (2016-2017)

Bangkok, Thailand

- Conducted the corporation's public relations and investor relations campaigns, including organizing events, shareholder meetings, and press conferences; wrote press releases and "The Relations" -- an internal E-magazine
- Performed daily public relations functions: monitored the energy industry; answered inquiries

Extracurricular Activities

MBA Student Association, The A. Gary Anderson Graduate School of Management
Vice President (2018-2019)

- Planned and organized the association's activities and special events

The Silent Rain, Chulalongkorn Campus Magazine
Photo Editor/Staff Writer (2015-2016)

- Edited photos for magazine covers
- Wrote a column and special feature articles

National Public Relations Planning Competition
Second Prize Recipient (2015)

- Created a complete public relations plan, across multiple platforms, for a nation-wide literacy project sponsored by the Ministry of Education & AIG, Inc.

Languages & Technology

Fluent in Thai, Mandarin and English
MS Word, MS Excel, Photoshop, PageMaker, Flash, MediaMap, MeetingMaker, FileMaker Pro, Dreamweaver, Sound Forge, Final Cut Pro

Interests

Art, golf, reading biographies, graphic design, social media, and writing [\(AGSM SAMPLE RESUME\)](#)