

EXECUTIVE SUMMARY

A **human resources and communications expert** with a unique international background and 8 years of work experience in human resources, consulting, and business management. An outgoing, hard-working, curious professional who is motivated by opportunities to make a real impact on peoples' lives.

FUNCTIONAL EXPERTISE

- **Writing and Producing Multimedia Content**
- **Conducting Professional Interviews**
- **Networking and Building Strategic Relationships**
- **Learning and Implementing New Technologies**
- **Pitching, Presenting, and Selling**
- **Collaborating Across Function and Geography**

FUNCTIONAL EXPERTISE DEMONSTRATED

PETERSON MEDIA INC.

2017 – Present

A publisher of multimedia educational content centered on job searching and work life issues that raised \$190,000 from investors in early 2017 to develop an iOS application for job hunters.

Marketing Specialist

Leads the human resources research and content development functions for product development team, working with job searchers, HR departments, and career services professionals to document work life trends.

- **Writing and Producing Multimedia Content:** Leads the human resources research and scripting functions for the team developing 100+ “career bite” videos for distribution through multiple digital transmission channels, citing various academic journals, performing original research, and organizing findings into relevant clusters.
- **Networking and Building Strategic Relationships:** Develops strategic partnerships on behalf of the Firm, leading the investor relations, corporate partnerships, and market research functions for the product development team. Successfully negotiated partnerships with institutions like George Mason University, Homeland College, and INSEAD Business School and located \$40,000 of investment for the Firm in 2017.

RANDSTAT STAFFING

2015—2017

A global recruiting and staffing firm with ~\$3.5 billion in annual revenues offering executive search, direct hire, and temporary staffing solutions.

Recruiting Manager

Successfully developed a matrix of talented candidates specializing in accounting and finance and a book of clients in the Los Angeles Area.

- **Networking and Building Strategic Relationships:** Performed a variety of networking and outside sales activities to find matches between talented candidates and employers. Leveraged a large proprietary database, professional relationships, LinkedIn, and professional associations to recruit talented candidates.
- **Pitching, Presenting, and Selling:** Cultivated ~40 contingent searches in 6 months by reaching out and tracking employer talent searches and conducted ~8 on-site client visits per month. Negotiated job offers, matching ~3 candidates/mo. with employers. Achieved billings of \$150,000 in Q4 of 2015.
- **Conducting Professional Interviews:** Conducted technical interviews with ~40 candidates per month both in-person and via Skype, generating a sense of candidates' hard skills, soft skills, and professional motivations.
- **Learning and Implementing New Technologies:** Learned and leveraged multiple technologies to compliment labor, including advanced LinkedIn functions, mass targeted email strategies, and a custom CRM system.

THE CAPITAL GROUP

2014 – 2015

A boutique consultancy with 7 employees founded by the framers of Title III (CROWDFUNDING) of the US JOBS Act offering advice to governments and NGOs (e.g. the World Bank) related to crowdfund investment policy.

Senior Research Analyst

Led the research and analysis function for the Firm, recruiting, onboarding, and managing a team of 5 remote researchers, conducting research interviews, and drafting content for client and public consumption.

- **Networking and Building Strategic Relationships / Conducting Professional Interviews:** Successfully leveraged LinkedIn and the professional networks of staff to organize and conduct ~60 research interviews for Company projects, many with senior executives and policymakers (e.g. Wall Street executives or the Director of Energy Policy for the Sierra Club).
- **Learning and Implementing New Technologies:** First to develop a “live collaboration” methodology between team members, using Google products to draft research papers and complex proposals. Learned the basics of Adobe InDesign to successfully create and lay out beautiful documents for client consumption.
- **Writing and Producing Multimedia Content:** Developed multiple successful professional publications for public consumption, including *How Crowdfund Investing Helps Solve Three Pressing Socioeconomic Challenges* which was distributed to members of the White House staff, the State Department, and foreign governments.
- **Collaborating Across Function and Geography:** Innovated multiple tactics for successful collaborations within a virtual organization, including ‘live collaborations’ which allowed virtual teams to write or white board from multiple places across the world, namely France, the US, and Italy.

LOTUS INTERNATIONAL EXCHANGE LTD. (BEIJING)

2012 – 2014

An international trade and cultural exchange firm headquartered in Beijing with 8 employees specializing in the facilitation of student exchanges between Germany and China.

Import Export Specialist

Led a pilot business centered around importing and selling Chilean wines in China. Developed a business plan, worked with counterparts to secure venture funding, and cultivated Chile-side supplier relationships.

- **Networking and Building Strategic Relationships:** Worked with counterparts to successfully secure RMB200,000 in venture funding. Developed relationships with two major Chilean wine producers, with shipping specialists, and with ProChile, a Chilean exporter support organization to launch the project.
- **Collaborating Across Function and Geography:** Oversaw the pilot project first from China, then from Chile, discussing technical issues, coordinating the exchange of documentation, and bringing suppliers and sellers together to discuss strategic issues.

EDUCATION

Masters of Business Administration (Finance). INSEAD Business School (Paris, France)

Bachelors of Arts (International Economics) *Cum Laude, Dean’s List.* San Jose State University (San Jose, CA)

Associate of Arts (Economics) *with Honors & Scholastic Excellence.* Santa Monica College (Santa Monica, CA)

OTHER RELEVANT INFORMATION

Languages: English (native), Spanish (advanced), Mandarin (intermediate-advanced), French (intermediate)