

## Summary

Fact-focused tech start-up founder with hands-on experience driving impact on business performance across Asian and Hispanic consumer markets. Excellent capability to produce news and provide innovative services to corporations and news/entertainment industry. Capable of collecting, analyzing, and verifying information, editing/writing articles, conducting interviews, and presenting news through different channels of media. Entrepreneur-minded; expert at collaborating with global teams and interfacing with internal/external stakeholders. Demonstrated success in devising and implementing robust strategic plans to ensure completion of all key projects within timely and budgetary constraints. Equipped with strong storytelling and interpersonal skills with ability to foster relationships with media personnel with aim to understand communication requirements and make effective decisions.

## Technical Proficiencies

BA-Excel | HTML | SQL | Tableau |  
Eloqua | Social Media Platforms

## Certifications

Google AdWords | Google Analytics  
| Bloomberg Markets Certified

## Areas of Expertise

- Broadcasting Journalism
- Screenwriting & Editing
- Conception & Storytelling
- Project Management
- Content Development
- Market Research & Trend Analysis
- Idea & Business Establishment
- Public Relationship Building

## Relevant Professional Experience

### Real Brokerage, New York, NY Real Estate Professional

2020 – Present

### International Programs Office, South Orange, NJ Marketing Manager

2019 – 2020

Founded public relations team and managed three student workers. Develop written, audio, and video content for blogs, websites, and social media platforms. Interact with international clients, students, Ph.D. candidates, and research fellows. Consult with clients on F1, J1, and I20 visas to acquire access and mobility in US.

- Published article about international students on Seton Hall University website.
- Initiated series of foreign student interviews for brand campaign.
- Coordinated with director to rebrand office by rebuilding website, social media platforms, and interactive channels during Covid.
- Established public relations team and collaborated with upper management to re-brand department.

### McCann Worldgroup, Beijing, CN Creative Consultant

2018 – 2019

Served prestigious international clients, including IBM, Qualcomm, ETS, and MGM Resorts. Presented robust solutions at Mandarin-language brainstorming sessions.

- Secured and proposed unique software called "Fit Bit for the Brain" to executive management team.
- Enhanced 80% of affluent Chinese client engagement by attaining complete customer loyalty.
- Published opinion article on ChinaDaily.com
- Created marketing plan for MGM's global "Live the Moment" campaign.

### The Joseph Unanue Institute, South Orange, NJ Public Relations Manager

2014 – 2016

Led the public relations team. Oversaw the development and execution of monthly content calendars and student interviews. Mentored by Emmy Award journalist.

## Languages

**Spanish** – Fluent

**Mandarin** – Conversational

## Leadership Experience

**Founder**, Leon, New York, NY

Lead team of creative directors, photographers, and models for marketing campaigns. Administer seasonal campaign production and website development at [usaleon.com](http://usaleon.com).

- Led inauguration of ecommerce petite women's clothing brand in 2015 and featured on [medium.com](http://medium.com) and [thriveglobal.com](http://thriveglobal.com).
- Surpassed 80% of business targets year-on-year by introducing new offers, product pricing, and brand positioning.
- Selected as finalist in Forbes 8 pitching competition and profiled as Latina in Business in New York.
- Recognized for Columbia Business School accelerator program as a company.
- Featured on #GoogleStudents, Forbes8, [Thriveglobal.com](http://Thriveglobal.com), [Medium.com](http://Medium.com), and [Swaay.com](http://Swaay.com) for entrepreneurial venture.

## Education

**Master of Arts in Mass Communication**, Seton Hall University, Orange, NJ

**Bachelor of Arts in Public Relations & Business Administration**, Seton Hall University, Orange, NJ

## Affiliations

**Graduate Research Fellow**, Seton Hall University

- Chosen as first-ever research fellow, while focusing on FinTech development across Japan and Singapore

**Columbia University Start-up Accelerator**, '19 Cohort

- Selected to join accelerator program and gained mentorship from VCs and pitched brand on demo day.

**Board Member**, United Nations of Northern New Jersey Chapter

## Professional Development

**Global Marketing Strategy Course**, Columbia University, New York, NY

**Chinese Financial Markets Course**, Fudan University, Shanghai, China