

contact

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brand

Experienced entrepreneur and young professional with high exposure to corporate, startup, and online e-commerce businesses. Skilled technically and artistically, with an appreciation for user interaction and front-end web design. Deeply involved in the technology industry with a passion for evangelism and product development. Tenacious, with excellent project management and interpersonal skills.

qualifications

HTML, CSS, Javascript, CMS, Filemaker Production, with knowledge of PHP, MYSQL, C

Photoshop, Illustrator, Dreamweaver, FileMaker, Salesforce, MS Office, iWork, iLife, Final Cut, OS X Server

education

BS in Commerce, Marketing - Santa Clara University, expected June 2012
Minors in Entrepreneurship, Retail Studies and Communication

Special Coursework - China Leadership Practicum, National Retail Foundation (NRF) Conference, Collegiate Entrepreneur's Organization (CEO) Conference

Vice President, Santa Clara Entrepreneurs Organization

Designed and developed marketing collateral for club events. Founded and coordinated Startup Expo. Recruited and trained new executive board.

Executive Committee, Marketing and Communications Network

Rebranded and relaunched club from past leadership.

Marketing Chair, Retail Studies Student Association

Coordinated marketing campaigns for current and perspective students.

#marketing #retailstudies #communication #entrepreneurship



honors

Eagle Scout, BSA
Leadership Course Director, BSA

Elevator Pitch Finalist, CEO
Business Plan Winner, SCEO

iContest Finalist, Apple
App Store Finalist, Apple

experience

Education Sales Programs Intern - Apple, Inc

Supported Sale Operations for Education, responsible for tasks related to the online Education Affiliate program, Authorized Campus Store program, and the Campus Rep Program. Developed information systems and web-based tools to enhance automation and efficiency. Audited program participants for trends and compliance with marketing guidelines, while creating tools for customers to improve merchandising and performance. Placed as a finalist in two company-wide intern competitions.



#operations #developer #ecommerce #retail #education

March 2011 - Present

Front-End Web Developer - TylkoDesign.com

Produced websites and internet marketing campaigns for large and small firms, taking ideas from the drawing board to finished products. Designed mockups for new clients, implemented content management systems, monitored analytics, and advised clients regarding social and search engine optimization.

#UI-design #developer #social #seo

Late 2005 - Present

Marketing Intern - Inadco

Provided creative material and design work for Palo Alto-based startup focused on cost-per-lead advertising. Drove business by finding new publishers and advertisers in relevant verticals.

#design #advertising #startup

Fall 2010

Sr. Campus Rep - Apple, Inc

January 2009 - January 2011

Drove individual and institutional sales to support HiEd Account Executive, exceeding sales targets for FY10. Created and managed viral, online and print marketing campaigns to provide hands on demonstrations of product. Assisted corporate team with recruiting and retail teams with sales, merchandising, and training for employees in two different store-in-store locations during holiday.

Specialist - Apple, Inc

April 2008 - January 2009

Inspired and educated customers with outstanding product knowledge, service, support and complete solutions. Assisted Creative team with workshops and classes, while working on visual merchandising team during launches and remodels.



#sales #evangelist #education #retail #merchandising

Consultant - SimplyDIRECT

Researched firms for customer lead generation. Progressed website design and advised clients.

#surveying #research

Summer 2008

Founder - DifferentDistrict.com

Started company with over 2k members, 60k daily impressions. Secured product samples from vendors and managed team of writers for industry news and reviews. Designed, sold and shipped media product.

#entrepreneur #leader

June 2004 - 2007