

JOSEPHINE TSAI

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Education

University of San Diego

Bachelor of Business Administrations, Marketing and Finance; GPA: 3.76

May 2020

San Diego, CA

Semester at Sea Spring 2019

Bachelor of Business Administration, Marketing and Finance; GPA: 4.0

Experience

Sunrun Inc.

Aug. 2020-Dec. 2020

Brand Customer Communications Intern

San Francisco, CA

- Completed end to end design and implementation of email and SMS nurture campaigns that address demand generation needs and completed analysis of performance using Marketo and Salesforce to over 50,000 customers
- Optimized company brand portal to improve user experience and promote internal self-service by spearheading brand review and management of new content creation using Frontify, Figma, and Adobe Illustrator
- Project managed the implementation of the PowerThrough campaign across internal organizations through ongoing internal communication updates to ensure content is consistent with brand presentation and voice

Liquid Agency

June 2019-Aug. 2019

Program Manager Intern

San Jose, CA

- Project managed a brand messaging and creative prototyping project for client by coordinating campaign launches, overseeing event management, conducting brand audits and interviews, and acting as a client liaison
- Assisted in strategic positioning efforts and creation collateral creation by using Canva, Adobe Creative Suite, Microsoft Office, Google Suite, and SmartSheets
- Identified resourcing needs as well as budget and scheduling barriers to ensure profitable project execution

IfChic, Inc.

May 2018-Aug. 2018

E-Commerce Logistics Coordinator, Customer Service Representative

Fremont, CA

- Administered the logistics of around 80 worldwide shipments a day by monitoring customer procurement data
- Analyzed customer concerns and RMA requests to ensure customer satisfaction and user experience improvement
- Collected and relayed purchasing data to partner warehouses to maintain vendor relationships via data analysis

Sourcify, Inc.

Jan. 2018-May 2018

Marketing Intern

San Diego, CA

- Conducted competitor and industry analysis and developed strategies for new communication outreach ideas
- Oversaw social media presence on Twitter, Facebook, and LinkedIn to an audience of over 11,000 followers
- Created content collateral for Sourcify's ecommerce blog and reached out to partners for co-marketing efforts

Organizations

Alpha Kappa Psi Business Fraternity

Feb. 2017-May 2020

Director of Recruitment, Recruitment Event Coordinator

San Diego, CA

- Planned 7 recruitment events ranging from networking events to resume building workshops
- Established relationships by networking with on-campus organizations to foster a bigger schoolwide presence

USDtv

Sept. 2017-Dec. 2018

Production Room Manager

San Diego, CA

- Directed the production of the entertainment segment by developing discussion topics and scripts
- Mentored production assistants on the usage of lighting equipment, cameras, and the teleprompter

Awards and Recognitions

Presidential Scholarship, University of San Diego

'16-'17, '17-'18, '18-'19, '19-'20 School Years

USD Scholarship, University of San Diego

'16-'17, '17-'18, '18-'19, '19-'20 School Years

First Academic Honors/Dean's List, University of San Diego

Fall '16, Spring '17, Spring '18, Fall '18, Spring '19

Skills

- Proficient in Mandarin
- Experienced in Wordpress
- Experienced in Facebook and Twitter Analytics
- Experienced in Adobe Creative Suite/Canva
- Certified in Google Analytics for Beginners
- Experienced in G Suite and Microsoft Office