

## EXPERIENCE

### BAIN & COMPANY

ASSOCIATE CONSULTANT INTERN, JUN - AUG 2020  
SAN FRANCISCO, CA (REMOTE)

- Built a custom Excel model to analyze over 30k+ data inputs, which supported the conversion of clients into paying subscription accounts
- Researched and ranked attractive use cases in order to envision future strategic partnerships between Bain Media Lab and a local startup

### ACCENTURE

CONSULTING SUMMER ANALYST AND ASEP FELLOW,  
JUN - AUG 2019 SAN FRANCISCO, CA

- Drove technical design and vendor selection for the installation of an enterprise contract management solution for a financial services client
- Strategized and researched user experience design into vendor scoring and evaluation by creating user personas of key stakeholders

### COMSCORE

DATA ANALYST, JUN - AUG 2018 PORTLAND, OR

- Identified trends and data anomalies in partner data to produce insights for digital media measurement and marketing intelligence
- Evaluated 700+ TV networks to assess status on internal platforms
- Utilized SQL queries for analysis and Excel macros to fully automate reports, reducing the analyst team's weekly tasks by 10%

### IBM

BUSINESS ANALYST, JULY 2016 - JULY 2017 LONDON, UK

- Supported New Client Acquisition (NCA) European Sales Team, comprised of 500+ cross-industry accounts with \$2B+ turnover
- Executed client research and prospecting, industry analysis and financial reporting from databases to gain client leads, secure deals, and provide quarterly evaluation for key decision makers
- Coordinated key international NCA sales events, campaigns, and workshops, ensuring correct scheduling and resource presence
- Created deliverables and customer journey videos to persuade and garner interest of CxOs and establish partnerships

## LEADERSHIP

### MONTLAKE CONSULTING GROUP

MANAGING PARTNER AND CONSULTANT, 2018 - PRESENT

- Formulated feasible retail strategy, redesign, and expansion plan for a local confectionery, resulting in the opening of the client's storefront
- Managed and organized consultant training and recruitment events, increasing number of applications by 25% from previous year

### DELTA SIGMA PI

PLEDGE EDUCATOR FOR SIGMA UPSILON CHAPTER, FALL 2020

- Developed the first virtual pledge education program for 14 pledges, consisting of both personal and professional development activities
- Responsible for successful member integration and led and planned weekly meetings and events for the fraternity

### AIESEC SEATTLE

GLOBAL VOLUNTEER TEAM LEAD, 2018 - 2019

- Developed sales strategies to contact non-profits and companies to partner with us, and supervise a team to meet weekly KPIs

## EDUCATION

### UNIVERSITY OF WASHINGTON

MICHAEL G. FOSTER SCHOOL OF  
BUSINESS SEATTLE, WA MAR 2021

Cumulative GPA: 3.89/4.00

Freshman Direct Admit, Top 10% admitted  
Marketing; Informatics Minor

## RECOGNITION

Dean's List: 10 Academic Quarters

TedxUW Featured Speaker, Jan 2020

Taco Bell Live Más Scholarship Recipient,  
2017-2020

Informatics Final Project TA Choice  
Award, Dec 2019

Community Leader Award, May 2016,  
ACS Egham International School

## CASE COMPETITIONS

Deloitte Case Competition, Semi-  
Finalist, May 2018, UW Foster School of  
Business

Russell Investments International Case  
Competition, Participant, Nov 2017, UW  
Foster School of Business

Game On! Gamification Business  
Challenge, Finalist, Feb 2017, IBM

## SKILLS

- Certified IBM Design Thinking Practitioner
- Spanish Language- Intermediate
- Vietnamese Language- Beginner
- LinkedIn Sales Navigator
- Wix Website Design And SEO- Basic
- Putty, Excel VBA, Linux, SQL- Beginner
- Adobe Lightroom, Photoshop
- FinalCut Pro (Video Editing)

## ACTIVITIES AND INTERESTS

- Delta Sigma Pi (DSP) Professional Business Fraternity Member- Mu Class
- Filmmaking, Photography, and Design
- Handmade Candles- Owner of poured by amara on Etsy