

RUBY AU

(919) 656-1387 | Rubyau@usc.edu

EDUCATION

2012-present **University of Southern California** Expected Graduation: May 2016
Marshall School of Business; GPA: 3.975
• Major in Business Administration, Double-Minor in Environmental Studies & Communication Design

WORK EXPERIENCE

2014- present **Marketing Intern, Empowered.org**
• Oversees social media marketing, works to improve user-interface design as well as graphic design

2013-present **Marketing Intern, USC Hospitality**
• Increased social media traffic and grew Facebook page likes by 50%; marketed and executed promotional events to highlight USC Hospitality's venues and initiatives.

2013 **Marketing Intern, YAY Creative Group Advertising**
• Projects included: logo and graphic design, social media marketing, website development, Google AdWords Campaigns, search engine optimization & data entry

2013 **Marketing Intern, MRY Marketing Agency for the Coca-Cola Company**
• Ranked in the top 3 marketing teams nationwide in terms of driving web traffic & brand promotion.

2010-2012 **Raleigh Academy of Chinese Language Business Teacher**
• Designed, implemented, & taught a hands-on entrepreneurship course for children in the 4th-8th grades

LEADERSHIP & ORGANIZATIONS

2013-present **Global Brigades- Business**
Business Brigader to Panama

2012-present **Environmental Affairs Organization**
Marketing Strategist and Graphic Designer

2012-present **Trojan Scholar Society**
Representative (2013), Director of Professional Development (2012)

2012-present **Research Assistant**
Assistant to Vice Dean Deborah MacInnis, USC Marshall School of Business (2012-13)
Assistant to Ph.D Candidate Gen Li under Geochemistry Professor Dr. Josh West (2013-14)

2012-2013 **Association of Integrated Marketing**
Director of Faculty Outreach and Marketing Consultant
• Created marketing strategies for the business startup Free Bike Project

2012-2013 **Southern California Business Film Festival**
Assistant Director of Marketing

HONORS AND AWARDS

2013 University of Southern California Career Advantage Program

2013 University of Southern California Global Leadership Program

2012 University of Southern California Mork Family Scholarship

2012 Department of State NSLI-Y Scholarship for fully funded 6 weeks language immersion study in Shanghai

2010-2012 North Carolina State Youth Advisory Council Board Member

2011 TiE Young Entrepreneurs (TYE) Business Plan Competition
• *Team placed 1st statewide & internationally, receiving a total of \$30,000 in business funding*

2011 DECA Marketing Management Competitive Event International Finalist

2011 American Legion Oratorical Contest: First in the Post, District, and Division Levels; Fourth Statewide

2011-2012 North Carolina DECA Marketing President's Council

2010 U.S Ambassador to the Hugh O'Brian Youth Leadership (HOBY) World Congress

ADDITIONAL SKILLS

- Fluent in Mandarin and Cantonese and proficient in conversational Spanish.
- Familiar with Adobe Photoshop, Adobe Illustrator & InDesign; Social Media Marketing Software (Offerpop, Shortstack, Hootsuite); Microsoft Word, Excel, & PowerPoint.
- Spearheaded teams that helped fundraise over \$54,000 for three non-profits; managed budgets exceeding \$26,000