

KIMBERLY J. CHAN

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EDUCATION	Carnegie Mellon University Tepper School of Business Bachelor of Science in Business Administration Concentrations: Marketing, Computing and Information Technology Cumulative QPA: 3.68/4.00 Major GPA: 3.85/4.00	Pittsburgh, PA Expected 5/2011
WORK	Johnson & Johnson IT Intern- Global Services Commercial Marketing and Delivery <ul style="list-style-type: none">Lead Communication Strategies for Commercial Marketing Group focused on digital initiatives, responsibilities included:<ul style="list-style-type: none">Created brochure showcasing services and success of I/TPitched and executed a leave behind for the Creative LabPublished articles in internal newsletter that communicated key accomplishments of team and I/T to 4000 employees and 2000 contractorsServed as project manager for a \$15K Reach brand campaign focused on the SOW, design and execution of the creativeConsulted on marketing, website layout and usability for the registration process for a key project out of the J&J innovation teamAwarded prize for 'best final presentation' within a pool of 31 interns	Raritan, NJ June 2010-Aug 2010
	DiMassimo Goldstein (DIGO) Brand Management Intern <ul style="list-style-type: none">Implemented social media strategies, gaining over 3,000 respondents for major sweepstakes campaignDesigned new business templates, improving internal business operationsCreated proposals and presentations on advertising trends, such as mobile advertising, for managers and CEO	New York, NY May 2009-Aug 2009
	Chery Automobile Co. Ltd. Marketing Intern <ul style="list-style-type: none">Constructed 2 potential layouts for US websiteInvestigated American marketing strategies for US expansion; forming a bridge between US and the largest independent Chinese auto manufacturer	Shanghai, China July 2008-Aug 2008
LEADERSHIP	Business Opportunities Conference (BOC) Co-Chair <ul style="list-style-type: none">Figure-head of school's largest business-oriented job fair dedicated to creating connections between recruiters and studentsEnsured team cohesiveness and constructive communication by overseeing duties of 15 committee members, handling \$20,000	Jan 2010-Present
	Administrative Director <ul style="list-style-type: none">Initiated and created 'Tepper Intern Blog' to educate undergraduate students on daily duties of interns in various fields of businessDeveloped a comprehensive online archive through GoogleDocs of committee deadlines, schedule and minutes	Jan 2009-Dec 2009
	Student Relations Director <ul style="list-style-type: none">Approached 5+ potential recruiters to enhance job fair, connecting students and Fortune 500 companies across industriesConducted surveys spanning 1,000+ undergraduates, inquiring about BOC 2007 experience to enhance future student-recruiter interactionsDeveloped pamphlets to recruit volunteers and build the BOC brand	Jan 2008-Dec 2008
	Alpha Kappa Psi Inc., The Professional Co-ed Business Fraternity Public Relations Head <ul style="list-style-type: none">Created flyers, tee shirts, and pens to market fraternity to undergraduatesManaged delegation of 2 campus-wide events; promoting ideals of service, brotherhood, knowledge, professionalism and leadership	June 2008-May 2009
ACTIVITIES	Mortar Board Honor Society Johnson & Johnson IT Case Competition Asian Students Association-Design Chair	SKILLS Languages: Conversant in Cantonese, Mandarin Software: Microsoft Office Suite/ MAC OS Familiar with Adobe Photoshop, InDesign, Illustrator, Flash

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