

Tracy Mak

Clarkston, MI 48346

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OBJECTIVE: To obtain a position utilizing my marketing, web design, and leadership skills.

QUALIFICATIONS:

- Solid managerial & administrative experience
- Exemplary communication & team-building skills
- Ability to manage multiple tasks in a pressured environment
- Dedication & drive as an independent self-starter
- Exceptional attention to detail

PROFESSIONAL SKILLS:

Marketing Strategy

- Strategized marketing campaigns to promote e-commerce website to businesses & users
- Constructed online advertising campaign through Google AdWords for Lammar Offset Printing with an average click-through-rate of 2%
- Established social networks for promotions
- Enhanced all websites with Search Engine Optimization
- Tracked traffic to websites using Google Analytics

Web Design Skills

- Assembled online portfolio of previous work at www.TracyMak.com
- Conceptualized & set-up websites for music, printing, restaurant, real estate and travel companies
- Produced weekly newsletters & cyberflyers for email campaigns
- Designed graphics & animations for websites
- Created blogs for company updates utilizing WordPress

Technical Skills

- XHTML Coding & CSS
- Macromedia Dreamweaver
- Adobe Photoshop & Image Ready
- Macromedia Flash
- Basic SEO
- Google AdWords & Analytics
- Microsoft Office
- 80 WPM Typing

Leadership Skills

- Founded an annual philanthropy event raising over \$1,700 for Special Olympics
- Relay for Life Team Captain (2007 & 2008) – Led teams to raise \$4,215 for the American Cancer Society
- Realizing and addressing Issues in our Culture and Education (R.I.C.E.) Conference Coordinator – Hired professional speakers, managed two planning committees and redesigned conference website
- VP of Academic Enrichment – Pioneered organization’s annual academic recognition ceremony

International Experience

- Bi-Lingual: English, Cantonese, Mandarin (conversational)
- Studied abroad in Taiwan with an emphasis in Chinese Language and Culture

Training & Human Resources Skills

- Hired & trained ten telemarketers at Larcom Inc.
- Built database for employees to enter sales lead data
- Assisted partner travel agents in designing their own website

Writing Skills

- Authored copy for advertisements & press releases
- Proofread all promotional documents & websites

EMPLOYMENT HISTORY:

Larcom Inc., Marketing Coordinator – Detroit, MI	2009
Image Tours Inc., E-Marketing Intern – Grand Rapids, MI	2008-2009
Grand Valley State University-Office of Multicultural Affairs, Receptionist – Allendale, MI	2008-2009
Owens Corning Basement Experts, Marketing Representative – Auburn Hills, MI	2006

EDUCATION:

Grand Valley State University Grand Rapids, MI Bachelor of Business Administration Major: International Business and Marketing, emphasis in Chinese Language Honors College	2005-2009
National Taiwan Normal University Taipei, Taiwan	Summer 2007