Adelia Vu

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EDUCATION

University of British Columbia *September 2019 – May 2023*

Bachelor of Commerce, Undecided

* **Relevant Coursework:** Application of Business Statistics, Quantitative Decision Making and Introduction to Systematic Program Design, Financial Accounting, Management Information Systems
* **GPA:** 3.85/4.33

EXPERIENCE

Foodie Digital & Co; Vancouver, CA *January 2020 - currently*

Account and Digital Analyst (Internship)

* Work within a self-directed work team to implement Google Data Studio to automate data gathering and control data quality. Increases team efficiency by 60%
* Support website user behaviour analysis and create monthly deliverable reports to client leveraging Google Analytics and Data Studio.

Alumni UBC; Vancouver, CA *September 2019 – March 2020*

Project Assistant (Part Time)

* Connected over the phone with thousands of alumni, friends of the University, and parents of current students to raise over $5000 for initiatives across UBC campus including student scholarships and bursaries, research programs, and improvements to buildings and facilities.
* Achievement: Caller of the Month, September 2019.

Friends for Street Children Association; Ho Chi Minh city, VN *January 2018 – May 2019*

Junior Project Manager (Part Time)

* Develop programs for the recruitment, and training of 65 local and foreign volunteers on 7 education initiatives.
* Represented FFSC at partnership meetings, sponsor meetings and NPO forums.
* Raised over $1500 in funds for Cyber Security and Ethics workshops for displaced, homeless and disadvantaged children in Ho Chi Minh city in three days.
* Launched an English-taught extracurricular program called Classroom Without Walls for 67 children.

LEADERSHIP AND ACTIVITIES

**UBC Commerce Mentorship Program** September 2019 – May 2021

Vice President Marketing

* Assess current marketing strategies and find creative solutions to increase engagement on CMP social media outlets (official Facebook page and Instagram accounts @ubccmp).
* Maintain professional contact with the academic consultants and professors to aid in the First-year courses Review Sessions execution cycle.
* Contributed to “CUS Best Service of the Year 2019-20 Award” as a First Year Representative

ADDITIONAL INFORMATION

Skills: customer service, trouble shooting, proficient in Microsoft Office, Google Analytics, Google Data Studio and MailChimp

Languages: proficient in Vietnamese and English, beginner French, beginner Python

Interest: chess, reading fiction, hidden traitor board games, Pan-Asian cuisine cooking and social media.