

Overview Entrepreneur and third-year undergraduate business student at the University of Pennsylvania's Wharton School, minoring in Computer and Information Science. With a strong background in the technology and media industries, I have over six years of involvement in tech startups, with hands-on experience ranging from product marketing and customer engagement to sales, business development, and operations.

- Highlights**
- President of Penn UTV, the historic campus TV group and student film production coalition
 - Head of Media/Live and outreach organizer at PennApps, the world's largest student-run hackathon
 - Hands-on marketing, sales, and operations experience in venture-backed Philadelphia & NYC tech startups
 - Created and led a first-of-its-kind live broadcast initiative at the Western Academy of Beijing
 - Helped organize the first independent TED conference held by a secondary school in Asia

Professional Experience

Co-Founder & COO [Comayers](#)

2011-present

Our mission is to help the world make better decisions through our personalized recommendations platform, which we're developing [GamePlan](#), a real-time collaborative local search app for groups, on top of. Originally started in 2011 as a web development consulting and restaurant SaaS, we embarked on our new mission with an expanded team in 2015 and began beta testing in early 2016 with a fall launch target.

Marketing, Sales & Operations [Zype](#)

Summer 2015

Responsibilities ranged from product marketing to customer engagement, account management, and sales processes. Executed projects from start to finish including customer case studies, customer support automation, user analytics, and marketing campaigns. Work scope covers a broad spectrum from writing product marketing material to analyzing customer activity, designing and executing email and online ad campaigns, and web landing page creation from content to design. Client and partner contact for project coordination.

Business Development & Product Consultant [Cloudamize](#)

2014-2015

Responsibilities include design, build, and execution of projects related to sales, marketing, client delivery, and product management. Working directly with CEO and other management on projects such as managing marketing automation and CRM initiatives, creating product marketing materials, and engaging with R&D team to design and plan product changes in alignment with customer needs.

IT Infrastructure Manager [VCAEDGE Technologies Inc.](#)

2009-present

Broadcast Coordinator [Western Academy of Beijing](#)

2010-2014

Director of Technology & User Experience [Corolicious.com](#)

2011-2012

Education

The Wharton School, University of Pennsylvania

Candidate for B.S. Economics, 2017. Concentrations in *Marketing and Operations*, *Information & Decisions*. Expected minor in *Computer & Information Science* from Penn's School of Engineering and Applied Science.

Western Academy of Beijing

International Baccalaureate Diploma, including Higher Level courses in *Information Technology in a Global Society*, *Mathematics*, and *English Literature*. Graduated in 2013 with Principal's Award.