

Aaron Ryoo

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EDUCATION

B.S., Business Administration, Concentration in Management Information Systems (MIS)
San Jose State University, San Jose, CA

Relevant Coursework: Business Writing

TECHNICAL SKILLS

Technology: Microsoft Office, Excel, Powerpoint, Canva, Google Suite

PROJECT EXPERIENCE

Business Proposal, Managing My Life (SJSU)

Sep 2022 - Dec 2022

- Collaborated with team members to create a business plan outline for hypothetical company including executive summary, product details, and competitive analysis
- Came up with project workflow based on individual schedules to smooth out process and increase overall efficiency
- Presented summary of our proposal while addressing any concerns

EXPERIENCE

Panda Express Sales Employee

July 2021 - Aug 2022

- Worked to provide welcoming customer service to customers through problem solving and assigning duties as needed
- Managed register while also maintaining cleanliness of store for customer experience
- Cooperated with crew members while being positive to ensure high team motivation and professionalism

Copal.ai Marketing Consultant, Marketing Association (SJSU)

Feb 2024 - May 2024

- Created a model of Porter's 5 Forces based on Copal.ai's market to ascertain potential competitors, bargaining power for suppliers/customers, and potential substitutes
- Researched different areas such as approaches to gaining partnerships as well as collecting and presenting data necessary to prove main points
- Effectively created suggestions on how Copal.ai could increase network effects directly and indirectly with a focus on user experience