

# Michelle Law

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## Education

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### San Jose State University

B.S. Major in International Business/Marketing, Minor in Advertising  
GPA: 3.88/4.0

**Expected Graduation: Spring 2024**

San Jose, CA

### Ewha Womans University

Study Abroad – International Studies

Classes: Academic Korean 1, Academic Korean 3, Korean Economy, Advertising & Consumer Behavior, Financial Management, Managing Organizational Behavior, International History of East Asia

GPA: 3.9/4.3

**Fall 2021 – Spring 2022**

Seoul, South Korea

## Projects

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### Social Media Project Report

**Spring 2021**

- Devised a business report researching and analyzing awareness and effectiveness created through social media usages between 4 different hotel companies
- Implemented marketing research skills by leveraging secondary research through articles, scholarly journals, and past data collection from surveys and case studies

## Experience

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### Team Leader

**Aug. 2023 – Present**

Dwight Bently Hall Agency

San Jose, CA

- Leading a team in the National Student Advertising Competition for Tide's marketing campaign
- Delegated tasks and responsibilities to the creative, research, and media teams, fostering a cross-cultural collaborative environment for enhanced campaign effectiveness
- Generated a multitude of creative advertising ideas, employing diverse channels such as OOH, TV, Social Influencers, and various online platforms (YouTube, Twitch) to optimize campaign reach and engagement
- Leveraged industry-standard search databases like MRISimmons, AdMall, Nielsen, and SRDS to gather valuable insights for informed decision-making and targeted ad placements

### Chief Marketing Officer

**Jan. 2023 – April 2023**

International Collegiate Business Strategy Competition

San Jose, CA

- Launched a strategic business plan through market research analysis, financial, and operational industry reports
- Spearheaded weekly investment decisions through analyzing sales forecast excel spreadsheet data using factors such as price, market segments, and advertising
- Adapted and optimized marketing strategies based on competitors' quarterly results, utilizing insights from total sales and market share data

### Student Assistant

**June 2022 - Present**

International Student and Scholar Services

San Jose, CA

- Collaborated with diverse school clubs and organizations to successfully execute on-campus events, catering to the needs of over 400 international and exchange students
- Employed targeted outreach marketing techniques to foster partnerships with other clubs and organizations, resulting in a 10% increase in social media traffic
- Pioneered the development and growth of an International Student Mentorship Program by recruiting 300+ mentors and mentees using social media and planning monthly agendas and activities

## Skills

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**Languages:** English (Native), Chinese (Fluent), Japanese (Intermediate), Korean (Conversational)

**Technologies:** Jira, Figma, Canva, MiriCanvas, Adobe Creative Cloud, Excel, Powerpoint, Medium, Salesforce

**Soft Skills:** Communication, Leadership, Adaptability, Open-minded, Collaborative, Curiosity