

Wendy Tai

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Education

University of California, Berkeley. Berkeley, California
Bachelor of Arts with a major in Mass Communications

Graduated May 2009

Skills and Qualifications

- Works well with others; managed cross-team projects involving teams of 6-8 people at Residential Computing.
- Can work independently and am proactive; improved data entry methods and inventory tracking at Prime Image.
- Detail oriented; decreased errors in inventory tracking and event budget at Prime Image.
- Proficient in **M**SOffice suite (**W**ord, **P**owerPoint, **E**xcel, **O**utlook), Adobe **P**hotoshop and **I**llustrator.
- Can write and work with **H**TML and **C**SS.
- Experienced working in **O**SX, **W**indows Vista and previous, ***U**NIX.
- Has experience with **G**oogle **A**dWords, **C**ision **M**edia **S**ource, **t**Wiki.
- Fluent in **E**nglish and **M**andarin **C**hinese. Functional in **J**apanese.

Professional Experience

- **Event Coordinator. Prime Image Media Group, Event Planning and Marketing** 06/2009 – Present
 - Coordinate vendors and logistics for large-scale festivals.
 - Manage premiums inventory for field marketing season.
 - Process and create summaries of marketing data from events.
- **Unit Supervisor. UC Berkeley Residential Computing** 05/2007 – 05/2009
 - Manage and supervise team of 6 technical consultants.
 - Ensure effective communication between multiple teams and consultants.
 - Serve as project lead for training modules and other miscellaneous projects.
- **Computing Consultant. UC Berkeley Residential Computing** 08/2006 – 05/2007
 - Provide technical support for personal computers and university networks.
 - Keep updated on latest technological news and developments.
- **Writer/Reporter. Hardboiled, Newsmagazine; FortBendNow, Online News Publication** 01/2006 – 07/2006
 - Freelance movie, restaurant, and business reviews.
 - Research, interview for, and write Asian American interest articles.

Internships

- **PR Intern. Connecting Point Communications, Public Relations Firm** 09/2008 – 12/2008
 - Create briefing documents and proofread press releases, occasional pitching.
 - Maintain media lists, research editorial opportunities, and ad hoc projects as required.
 - Support account team by performing and coordinating day-to-day account activities.
- **Account Executive Intern. Bleu Marketing Solutions, Inc.** 05/2008 – 08/2008
 - Communicate with publishers about pricing and purchasing ad space.
 - Assemble media plans (print, site, and email advertising) for client proposals.
 - Compile metrics for campaign timelines, performance, and trends.
 - Research background information on relevant industries, companies, publications, and campaigns.

References

Bob Stockwell, Bleu Marketing Solutions, Inc.
Director, Consulting Services.
Work: 415-345-3369
Email: bob.stockwell@bleumarketing.com

Vanessa DeGuzman, Residential Computing, UC Berkeley RSSP-IT.
Technical Support Manager.
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