

# ELIZABETH HE

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## EDUCATION

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California State University, Long Beach

Expected Graduation: Spring 2022

Bachelor of Science in Business Administration, Emphasis in Marketing  
Bachelor of Arts in Journalism, Minor in Public Relations

## WORK EXPERIENCE

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**Time Nightclub**

Feb 2022 – Present

Marketing Intern

- Assisting marketing manager in running Instagram stories by capturing content during club's operating hours
- Researching TikTok trends and determining what content is necessary to build a strong presence on the platform
- Executing marketing tactics such as emailing and posting to social media to attract new clientele
- Writing social media copies for Instagram for show day, thank you, and recaps posts

**Associated Students Inc. - CSULB**

Jan 2022 – Present

Social Media Marketing Assistant

- Curating social media posts for Instagram, Twitter, Facebook, and TikTok accounts using Later and Sprout Social
- Collaborating with director of digital media to create creative content to drive engagement on all social platforms
- Contributing to social platforms by starring in promotional videos for events and other campus activities
- Collecting digital assets and organizing photos to ensure eye-catching content for users and promote school events

**CACTI - Riddle & Bloom**

Aug 2021 – Nov 2021

Campus Brand Ambassador

- Analyzed CACTI's brand audience and creating Instagram and TikTok content to generate awareness on campus
- Performed on-site and off-site activation while upholding brand image and adhering to legal alcohol guidelines
- Communicated and collaborated with bars and liquor stores to schedule sampling events for customers
- Facilitated meetings with other brand ambassadors to invent new ideas for marketing CACTI to college students

**Shoe Palace**

Jun 2020 – Aug 2021

Sales Associate

- Assisted ~150+ customers daily in purchase decisions by providing unparalleled knowledge about each product
- Proactively sought out customers about product preference by providing recommendations based on their needs
- Averaged \$7,500+ in sales per week and ranking at the top three performers out of 20 employees
- Organized apparel displays using strategic product placement to attract more customers and increase sales

## INVOLVEMENT

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**Alpha Kappa Psi Business Fraternity – Delta Omicron Chapter**

Feb 2020 – Dec 2020

Vice President of Marketing

- Designed various digital marketing campaigns for events, fundraisers, and professional workshops
- Lead and planned committee meetings with 5 members to discuss marketing strategies and goals for the semester
- Increased content interaction by 85.1% by maintaining consistency of posting through a content calendar

Pledge Class and Chapter Photographer & Videographer

Dec 2020 – May 2021

- Created visual accounts of the chapter and pledge class through photographs and videos with a DSLR camera
- Coordinated with the executive board to create content to promote the organization to the CSULB student body
- Directed and produced a promotional video with 1,400+ views and recruited ~20 new members for the semester

## SKILLS

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- Mandarin and Cantonese (Conversational)
- Google Suite: Docs, Slides, Sheets (Advanced)
- Microsoft Office: Word, Excel, PowerPoint (Basic)
- Adobe Creative Cloud: Photoshop, Lightroom, Bridge, Premier Pro (Advanced)