

Allison Szeto

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Education:

University of California, Riverside

Expected Graduation: March 2018

Business Administration –Management

Relevant Experience

The Grossman Law Firm – Riverside, California

October 2017- *Present*

Marketing Intern

- Comprehensive experience using Yoast Plugin to improve SEO for pages within the WordPress Platform
- Created writings of Meta-Descriptions, focus keywords, and text improvements based on analysis of SEO from Web Master Tools.
- Design video social media content based on blog entries on the website via Lumen5 program
- Implement social media campaigns to engage audience via social media with Hootsuite
- Assist in the running of analytics reports across multiple platforms to track ROI, programs include: Google Analytics, Web Greeter Dashboard, NOLO advertising Dashboard, and Infusion Soft CRM
- Assist in video content creation in Adobe Premiere Pro, Photoshop, and other various Adobe CC programs
- Learn various skills via studying within the Lynda Classes online to be able to work autonomously on projects

Unique Style Racing – Ontario, California

October 2017– Jan 2018

Office Assistant

- Accountable for record keeping of weekly inventory statements and invoice
- Responsible for redesigning 300+ product/merchandise listings using Microsoft Front Page and HTML
- Collaborated with Sales Team of eight to maintain ecommerce platforms of Amazon and Ebay

University of California, San Francisco – San Francisco, California

June 2016 – Sept 2017

Administrative Assistant II

- Participated in bi-weekly meeting on short and long term planning of department goals
- Created business reorganizations plan and improved staff on boarding and insurance processes
- Managed the “PRDS Action Plan” project, tracking project process with SaaS application via Smartsheet
- Assisted with reconcile of different accounts with the PRDS Finance team
- Coordinated travel arrangements, including air, hotel, and car for doctors and department chair

Leadership Experience

Chinese New Year Festival – San Francisco, California

January 2014 – *Present*

Marketing Coordinator and Volunteer Supervisor

- Organize event coordination with vendor relations to execute detail of event start to finish
- Design and composed marketing emails to San Francisco Unified School District faculty to help promote event
- Increase volunteer retention by 10% by actively engaging with social media platforms

Chinese Student Association – Riverside, California

June 2016 – June 2017

External Vice President–June 2016 – June 2017

- Effectively communicated and coordinated 3 big events with sister organizations to create involvement
- Worked directly with President, Interval Vice President, and Treasurer to develop proposals regarding club issues
- Facilitated board meetings and discussion to help plan for upcoming events

Skills

- **Microsoft Office:** Excel, PowerPoint, Front Page, Word
- **Programs:** Google Analytics, Yoast, Word Press, SPSS
- **Project Managing:** Smartsheets
- **Social Media:** Hootsuite, Facebook, Instagram, Twitter, Pinterest,
- **Events:** 3+ year of experience in event planning
- **Technical:** Basic knowledge of HTML