
Rachel Yang

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Education

University of Wisconsin-La Crosse, La Crosse, WI
Bachelor of Science, College of Business Administration, May 20XX

- **Major: Marketing**
- **Minor: Communication Studies – Organizational and Professional Communication**
- Major GPA: 3.6, Cumulative GPA: 3.4
- Dean's List

Event Planning Experience

Summer Event Planning Intern, Riverfront Foundation, Inc., La Crosse, WI, Summer 20XX

- Assisted with planning and running two major fundraising events
- Worked with local businesses to secure sponsorship and donations
- Created and distributed event promotional materials
- Organized donor information in Blackbaud fundraising software

Tour Guide/Event Assistant, City Brewery, La Crosse, WI, May 20XX -present

- Schedule and promote entertainment and events
- Manage banquets, parties and events on weekends
- Lead tour groups ranging from 2 to 100 people

Collegiate Involvement

Leadership Development Committee, UW-La Crosse, La Crosse, WI, Spring 20XX

- Assisted in planning the UW-L Spring Leadership Conference, drawing 200-plus students
- Booked speakers, performed budget analysis and scheduled program

Secretary, Hmong Organization Promoting Education (HOPE)
American Marketing Association (AMA)

Technical Skills

- Computer skills: Adobe Design Suite (InDesign, Illustrator, Photoshop and Acrobat), Microsoft Office (Access, Excel, Word, PowerPoint), fundraising software, online surveys
- Social media tools: Facebook, LinkedIn, Twitter

Other Work Experience

Cashier, Festival Foods, Onalaska, WI, September 20XX -May20XX