

LILLIAN BUI

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EDUCATION

Bachelor of Science - Business Administration, Management

San Jose State University · San Jose, CA

GPA: 3.7

Expected May 2016

HONORS

Dean's Scholar

January 2013 - present

Golden Key International Honour Society

December 2014 - present

EXPERIENCE

Marketing Operations Intern

Proofpoint, Inc. · Sunnyvale, CA

May 2015 - present

- Create and update 500+ webpages (e.g., content pages, landing pages, blog posts, articles) for Proofpoint.com through the content management system (CMS), and assist with SEO
- Assist in creative services requests including creating and editing data sheets, banners, social media imagery, presentations and other marketing collateral for web and print use
- Help launch Proofpoint.com local sites for France, Germany, Japan, Taiwan, Australia, Spain
- Assist events marketing in the execution of tradeshow and internal events
- Support various marketing teams, such as demand generation, field and channel marketing, and product marketing

Office Specialist

Santa Clara County District Attorney's Office, Criminal Laboratory · San Jose, CA

June 2012 - present

- Worked with team to provide administrative support to all levels of staff
- Assisted executive management in evaluating and improving administrative functions
- Managed and organized documents relating to court proceedings
- Familiarized and adapted to different tasks by managing various priorities and meeting multiple deadlines

RELEVANT COURSE PROJECTS

LCoB in the Community

Honors Project

August 2015 - December 2015

- Developed and distributed a Qualtrics survey to local small- and medium-sized businesses in effort to obtain research on business' demands and opinions for employee management training, which would be used to determine whether or not the Lucas College of Business at SJSU would create an employee management training program for local business owners and employees

SpartanSwap

Community Action Project

October 2014 - May 2015

- Collaborated with team and Tradepal, Inc. to promote Tradepal within the SJSU campus
- Promoted Tradepal's new mobile app launch through social media, on-campus interaction, and presentation
- Organized on-campus event for student engagement, while also presenting the purpose of Tradepal in relation to climate change

TECHNICAL SKILLS

Microsoft Word
Microsoft Excel
Microsoft Powerpoint

Adobe Photoshop
Adobe InDesign
Adobe Illustrator

HTML
CSS