

emily chung

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EDUCATION

University of California, Los Angeles

Winter 2019 B.A. Economics, Minor in Cognitive Science

Coursework: Statistics for Economics, Economics of Technology and E-Commerce, Introduction to Computer Science (C++)

EXPERIENCE

urspace is a portfolio builder that creates beautiful personal sites from existing professional profiles like LinkedIn, Github, or Behance.

Co-founder & Product

September 2018 - present

- Communicate with users, in-house engineering team, and designer to prioritize features according to business strategy and user utility, supporting from ideation to launch
- Implement tasking and organizing best practices to keep the team on product roadmap
- Plan marketing strategies including in-person, email, and social media campaigns
- Manage operations of the business and handle all legal paperwork, communicate with investors and maintain relationships

Boulevard is a management software for personal care companies; covering scheduling, booking, inventory, and point of sales.

Business Dev Intern

October 2019 - present

- Source, prospect, and qualify leads
- Maintain and optimize Salesforce platform for the sales team of six

lululemon creates yoga-inspired apparel for every sweaty pursuit. While the gear focuses on fit, function, fabric, feel, features, and fun, brick & mortar stores keep an emphasis on guest experience and community.

Educator

August 2017 - Sept 2019

- Connected with and educated guests on product, community, and company culture
- Consistently exceeded minimum of 98% accuracy on detailed weekly inventory counts using RFID technology, led and maintained back of house standard operating procedures
- Planned and marketed events to benefit community, boost sales, and align with the brand of lululemon (Holiday Pop-Up, Run Club)

Bruin Entrepreneurs is UCLA's leading undergraduate entrepreneurial student organization bringing together a community of creativity and innovation on campus. We host large events, workshops, speakers, and run an in-house accelerator.

President

May 2018 - April 2019

- Led the overall program of the club and provided resources to help board members take ownership of their initiatives ([Startup Fair](#), [Designathon](#), workshops, speaker events)
- Re-structured the student board to streamline communications
- Implemented a new weekly program for general members (approximately 50 members)
- Launched redesigned website, newsletter, and social media (64% increase in post reach)

Events Team

November 2017 - May 2018

- Planned and executed events, reached out to potential sponsors to create relationships
- Marketed events to the campus and LA's startup scene (Entrepreneurship Networking Night, approximately 25 professionals and 75 students)

LEADERSHIP & CAMPUS INVOLVEMENT

LA Hacks is an annual, student-organized, 36-hour hackathon that brings in nearly 1,000 participants. We plan a weekend full of workshops, panels, speakers, and other activities to create an environment suitable for wild ideas and ambitious projects.

Director of Sponsorships

April 2019 - September 2019

Work with UCLA's centennial committee to organize and raise money for LA Hacks 2020. Lead, recruit, and train team of 6 students to form relationships with corporate sponsors.

Sponsorships Team

September 2018 - April 2019

Cold emailed, messaged, and discovered other channels of outreach to connect with representatives from companies to secure \$150,000 for the event, pitching benefits and advantages of partnerships.

UCLA Women's Rowing competes at the NCAA Division I level, training 20 hours a week with off campus practices.

Team Manager

September 2018 - June 2019

Organize, distribute, and maintain gear and equipment for athletes. Assist coaches with administrative tasks including travel arrangements and correspondence with parents. Attend 15+ hours of practice each week.

Student-Athlete

September 2016 - Sept 2018

Traveled and competed against teams in the PAC-12 and across the nation. Medically retired.