**JILL WU**

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**BUSINESS DEVELOPMENT | MARKETING | SALES**

Detail-oriented program and project facilitator, experienced in business development, strategic planning, multi-platform design, root cause analysis and process improvement. Recognized ability to source and build support networks, extending influence beyond scopes, while cross-coordinating projects, programs and resources. Strong interpersonal communication and relations skills accomplished in forging business relationships, while aligning social media marketing, personal training and support operations.

**EDUCATION**

**Master’s in Business Administration** |San Diego State University | 2017

**Bachelor’s Degree in Pre-Medicine** | Stony Brook University | 2001

**PROFESSIONAL EXPERIENCE**

**Legal Aid Society of Hawaii Clerical Assistant (Volunteer) |** AmeriCorps, Honolulu, HI | 2017 – Present

Provided customer service assistance to 300 clients and a staff of 100 individuals across 7 offices, filing confidential documents, completing data entry tasks and confirming demographic information updates to records.

* Organized legal reference materials through database input and management for organization’s legal server which reduced man-hours required of pro bono lawyers by 30%.

**Advocacy Coordinator (Volunteer)** | Campaign Finance | 2015 – 2016

Lobbied, briefed and advised congressional and executive-level leaders, while synchronizing social media outreach, schedules, key-note speaker and high visibility events; developed contract proposal and operation plans to manage criteria, macro level marketing and research. Streamlined data and program processes to develop a metrics for tracking process yield and throughput.

**Community Support Advocate (Part-time) |** Gibson Recovery Center **|** 2010 - 2014

Performed, coordinated and aligned customer service operations for aligning clients with community resources; managed individual and group sessions focusing on sobriety from drug abuse, mental stability and daily skills. Utilized databases and technical systems to gather treatment records and create tailored archive analogs.

* Networked and synchronized with external stakeholders, managing outreach resource incorporation to cross-coordinate state agencies, educational liaisons, program officials and non-profit organizations.
* Directed process and standardization, incorporating change management to retain client needs/ program applicability.

**Marketing Coordinator/ Entrepreneur** | Contract| 2006 - 2010

Managed business development operations within media, marketing, outreach and content construction disciplines; drove year-over-year business growth, while leading operations, strategic vision and long-range planning. Oversaw outreach programs, social media advertisement and brand growth/ development; identified clientele and applied industry first technology to maximize sales and customer information.

* Developed highly effective digital marketing/ advertising campaigns to generate leads and capture sales; collaborated on prospects, future marketing initiatives and content development.
* Created and cross-coordinated media operations to align media interview and schedule program support; forged business relations throughout newspaper, T.V., Podcast, magazine and social media platforms.

**Administrative Assistant** **(Active and Reserve Status)** | U.S. Army National Guard | 2001 – 2008

Managed administration, procurement and supply distribution, while developing programs and processes in support of a 130+ employee multi-functional organization; conducted administrative support functions, including personnel accounting, evaluation reporting, database management, finances transactions, retirement coordination and general affairs. Developed staff policies and procedures to ensure operational effectiveness and efficiency; wrote articles for internal/ external consumption.

* Organized legal reference materials through database input and management.
* Forecasted, allocated and oversaw the purchasing and distribution of $10,000 in office supplies.

**ASSOCIATIONS AND VOLUNTEER**

Tidewater Builders Association – Membership Chair 2014

Relay for Life: Diversity Peer Educators **|** (100 hours)