Jeany Ryu

jeanyryu829@gmail.com
https://www.jeanyryu.com/

EDUCATION

Pepperdine University, Malibu, CA   **August 2019 – April 2024**
Bachelor of Science in Business Administration, Minor in Marketing
- **Cumulative GPA**: 3.69 | Cum Laude
- **Relevant Coursework**: Quantitative Analysis, Marketing Strategy, Marketing Research
- **Awards**: Pepperdine Student Employee Spotlight (December 2021)

ACADEMIC PROJECTS

Business Policy, Strategy, and Ethics
- Calculated financial equations (Revenue Growth, WACC, NPV, IRR, and Payback Period) using financial statements to perform a sensitivity analysis to determine if company A (Amazon) should acquire company B (PayPal)
- Researched and presented a new product (Chipped) by creating a structured business model with a clear marketing strategy targeted towards a specified demographic based on product features

International Marketing
- Researched company background, environmental trends, and SWOT analysis to create an international marketing plan to launch an already-existing product (Venmo) in an international market (Mexico)
- Presented market entry and product/pricing strategies based on industry analysis, sustainable competitive advantages, target market demographics, and financial objectives

WORK EXPERIENCE

Pepperdine University | Business Administration Office Student Assistant   **August 2021 – December 2023**
- Managed administrative tasks (e.g., processing major applications, organizing files and waitlists into Excel spreadsheets)
- Answered inquiries and provided academic career counseling for students via phone, e-mails, and in-person
- Designed visual graphics for the Business Division's Instagram and the weekly slideshow promoting upcoming division events, future class offerings, and exciting accomplishments achieved by students and faculty
- Collaborated with other student assistants and forwarded phone calls and messages to the Office Manager and the Divisional Dean of the Business Administration Division

The Walt Disney Company | **College & International Recruitment Coordinator Intern**   **January 2023 – June 2023**
- Answered high volume of messages (at least 30 per week) submitted through the Disney Programs Support Site (Zendesk)
- Modified hire statuses for hundreds of incoming participants in 3 technical systems: Infinite Brassring, SAP, Workday
- Facilitated crowd control for up to 1200 College and International Program participants weekly during onboarding process
- Wrote copy for 5 articles on the Disney Programs Support Site based on popular content cues taken from Zendesk Analytics and designed new "Advice from a DCP Alumna" section for relevant articles to improve the candidate experience

Invertigo Dance Theatre | Marketing and Administrative Intern   **July 2022 – December 2022**
- Designed graphics for social media pages to raise awareness and boost engagement for ongoing productions and events (Fall Soiree, KTP: Beach Edition, Walk the Walk, Baila Conmigo, End of Year: Pop-Ups)
- Operated Invertigo Dance Theatre's website (WordPress) in partnership with Community Engagement Manager to upload blog articles, update community events calendars, and promote upcoming programs
- Wrote and distributed weekly staff meeting notes with topic summaries and highlighted action items for each staff member
- Developed, launched, and hosted virtual "Celebrate Invertigo: End of Year Pop-Ups" event series showcasing Invertigo's achievements and clips of previous performances that aligned with the theme of the night

Walt Disney World | Disney College Program – Resort Concierge   **January 2022 – July 2022**
- Provided excellent guest service by welcoming and assisting up to 186 guests daily at Disney's Riviera Resort using Disney's guest service principles and advanced systems (i.e. HotSOS, Hotel Experience, Guest Service Suite, a la Carte)
- Received 29 Guest & Cast Recognitions for embodying Disney's Five Keys: safety, courtesy, inclusion, show, and efficiency
- Participated in learning opportunities such as Leadership 101 to better understand operational needs of organizations

SKILLS

Professional Skill: Creative Problem Solving | Clear Communication | Data-Driven Decision Making | Effective Marketing Strategy | Excellent Guest Service
Technical Skills: Microsoft Office (Teams, Excel, Outlook, OneNote) | Google Workspace | WordPress | Zendesk | Workday | SAP | Canva | Adobe Lightroom | Social Media Platforms (Instagram, Facebook, EventBrite, LinkedIn)
Language Skills: English (Native) | Korean (Conversational)