

PINKY CHAN

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Experience

Marketing Manager and Brand Ambassador (Freelance)

[Elegantees](#) | New York, NY | Aug 2014 – Present

- Designed and delivered personalized customer appreciation handwritten stationery and email campaigns to raise sales
- Managed photo shoots with for improved product placement and promotion at New York based Venture backed startup
- Outreached and formed partnerships with fashion bloggers on social media

HR Coordinator & Office Manager

[Blue Engine](#) | New York, NY | Jan 2016 – July 2016

- Supported 23 staff members, 89 teacher assistants, all stakeholders across HQ and 7 partnered public schools in onboarding, IT support, HR benefits, policies/procedures, paychecks, payroll, taxes, and PTO systems
- Planned, budgeted, and executed org-wide celebrations including bi-weekly catered office lunches, end of year parties, birthdays, work anniversaries and two 3-day long off-site retreats with guests ranging from 3 to 200

Data Analyst

[SumAll](#) | New York, NY | Mar 2015 – Dec 2015

- Analyzed/categorized 10k+ Instagram/Twitter comments to train machine learning algorithm in sentiment analysis, decreasing product development time by 30%
- Orchestrated product experiments to integrate SMB audience data into multi-faceted marketing lists enabling more dynamic customer engagement boosting sales for businesses by an average of 21%

Project Manager

[SumAll.org](#) | New York, NY | Oct 2013 – Mar 2015

- Provided operational support on various civic projects including bias in prostitution arrests and household evictions and homelessness in NYC
- Managed scheduling and logistics between staff, 30+ volunteers, and stakeholders like CAMBA, Sanctuary for Families, and the Clinton Foundation
- Maintained, developed and designed content marketing across all outlets
- Branded, planned, and implemented, "[Compassionate Data](#)" conferences, bridging dozens of nonprofit professionals and startups to power tech-driven social impact

Administrative Assistant

[Hope for New York](#) | New York, NY | 2015

- Managed inquiries across multiple accounts supporting 40 nonprofit affiliates and 4k+ volunteers, was the single point of contact for all incoming phone calls
- Coordinated all set-up/break-down, delivery, vendor staffing for catering, and logistics for board meetings, workshops, social events and fundraisers for up to 200 people per event

Education

Stony Brook University

Bachelor of Science

Health Science & Public Health

Skills

Salesforce Google Apps

Mailchimp Canva

Trello iMovie

Adobe Photoshop Squarespace

Salesforce Buffer

Hootsuite Wordpress

Languages

Conversational Cantonese Chinese

Professional Development & Achievements

NYC Change-Maker | 2016

Featured in Issue 04 of [Conscious Magazine](#), print/digital magazine exploring how innovative ideas and creative solutions are used to create social impact around the globe

A21 Walk for Freedom | 2015

Self-led 36 individuals in global walk to raise awareness of human trafficking and \$965 towards ending injustice, partnered with Health Warrior and Target

Union Theological Seminary | 2015

Chosen out of 200 applicants to explore intersection between social justice and spirituality with 50 leaders during the [Millennial Leaders Project](#)

Dressember Foundation & International Justice Mission | 2015

Photographed, styled, and modeled 31 outfits to raise [\\$1,270](#) on social media ([#pinkyindresses](#)) against exploitation of women