

IVY CHENG

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ABOUT ME

I am a highly motivated business student with a passion for retail innovation, entrepreneurial strategy, and advertising. I am committed to fostering a productive team environment.

EDUCATION

Parsons School of Design at The New School
Strategic Design and Management (BBA) |
2018 - 2022

- GPA: 3.85 / 4.0
- Dean's List for 5 semesters since Spring 2019
- Relevant coursework: Innovation | Business Models and Entrepreneurial Strategy | Financial Management

EXTRACURRICULARS

Student Leader at Toastmasters International |
Jan 2021 - Present (NYC)

- Participate in weekly public speaking meetings by delivering speeches and brainstorming new speech topics

Mentor at Parsons BBA Mentorship Program |
Sep 2020 - Present (NYC)

- Provide valuable insights and knowledge about how to navigate the curriculum to first-year and second-year BBA students

SKILLS & INTERESTS

Language: English | Mandarin

Software: Microsoft Office | Adobe Creative Suite (Photoshop, Illustrator, and InDesign) | Google Workspace | Rhinoceros 3D

Leadership: Cross-functional Collaboration | Strategic Planning | Time Management | Negotiation | Decision Making

Hobbies: Boxing | Pilates | Violin

WORK EXPERIENCE

Marketing and Sales Intern

SHOWFIELDS | June 2021 - Aug 2021 (NYC)

- Ranked top five sales consultants in the New York Metropolitan Area in the third quarter by building a rapport with the core customer base
- Conducted market research and presented key learnings in weekly meetings
- Supported the marketing team with selecting brand partnerships

Digital Marketing Intern

TrifectaStrong | May 2020 - Aug 2020 (NYC)

- Produced and executed 3 social media marketing campaigns for @trifectastrong's stay-at-home workout program leading to a 30% increase in membership sales
- Developed a 90-day marketing plan for the new outdoor training program, increasing customer acquisition by 5 new clients per week
- Designed mobile app wireframe and published daily fitness and wellness content for the new mobile app
- Produced product description and conducted market research on a monthly basis

Sales Associate

The New Store | Jan 2019 - Mar 2020 (NYC)

- Redesigned the store layout to reduce crowding
- Generated weekly inventory and sales report
- Operated the cash register and Shopify

Digital Marketing Intern

Dow Jones | Dec 2019 - Jan 2020 (NYC)

- Designed and presented two holiday postcard templates for the business clients of PENTA's philanthropy program
- Assisted, scheduled, and managed weekly newsletter and event correspondence via email
- Generated weekly social media insight reports for @inspiredbypenta and @mansionglobal, utilizing Hubspot, Google Analytics, and Microsoft Excel