

# Saffron Wu

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## Education

- Bachelors of Science in Marketing | Northern Illinois University | DeKalb, IL [May 2022]
- Certified Nursing Assistant Program | Elgin Community College | Elgin, IL [Dec. 2021]

## Certifications

- Basic Nursing Assistant Certification [May 2017]
- Google UX Design Certificate- In Progress through Coursera [Anticipated: May 2023]
- Google Ads Certifications: [Feb. 2022]
  - Google Ads Video, Google Ads Search, Google Ads Measurement, Google Ads Display, Google Ads App

## Relevant Experiences

**Associate Recruiter I** | NextGen Global Resources | Chicago, IL [Sept. 2021- Jan. 2022]

- Drafted and revised 3-5 copies of job descriptions daily to post on relevant channels such as LinkedIn and engaged potential candidates by creating email campaigns to strategically match their skill sets with our clients' open roles.
- Optimized multiple hiring campaign projects 2-3x a day while analyzing a high volume of applications to source qualified candidates to strategically reach a target number of applicants per requisition with tight deadlines.
- Collaborated with cross functional teams while building relationships with candidates to analyze their hard and soft skills to strategically match them to current and forecasted requisitions projects to support overall company growth.

**Head of Event Coordination** | Kappa Phi Lambda Sorority Inc. | DeKalb, IL [Aug. 2021- May 2022]

- Utilized Canva to create eye-catching themed Instagram posts and engaging stories for events such as recruitment week, formals, and various fundraisers that were held throughout the year to maximize potential profits.
- Built strategic relationships using a variety of social media channels such as Instagram, Facebook and TikTok to engage potential new members to join the Multicultural Greek Community on campus and network with other Greek members by collaborating and driving awareness of our respective organizations' philanthropies.
- Created weekly email deliverables to maintain and increase Alumni Sisters' engagement with Active House while actively promoting upcoming events within our organization and strengthening bonds on/off campus.

**Vice President** | Asian American Association | DeKalb, IL [March 2021- Jan. 2022]

- Strategized with a small team of students to jump-start the Asian American Association on campus amidst COVID and created campaigns to engage with friends and others in our networks to optimize our Executive Board and utilized feedback reports to gauge the interest of our student body to accurately plan the re-launch of AAA.
- Promoted the organization's goals of educating Asian American and Non-Asian identifying students on various Asian Cultures and traditions by creating a safe space for students to learn, teach and connect with each other.
- Oversaw all social media marketing materials the Public Relation Chairs had scheduled to ensure our branding had the correct voice and tone to comply with our university and Asian American Resource Center guidelines; while contributing ideas for improvement in various areas such as maintaining aesthetics and grammatical errors.

## Leadership

**Mentor** | OHANA! | DeKalb, IL [Aug. 2021- May 2022]

- Promoted OHANA on campus to give opportunities to Asian American students to connect with their cultures and provided strategies to program advisors on how to drive higher awareness of the resources we offer students.
- Built relationships with three matched proteges and provided networking opportunities to help optimize their college experiences by preparing presentations as a mentor team and creating engaging activities to drive participation and awareness of other resources on campus.