

Alexandra Cheng

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#210 345 E. 9th Street Claremont, CA 91711

Education

Scripps College — Claremont, CA
Bachelor of Arts in **Media Studies, Cognitive Science** Minor
GPA: 3.65
Deans List (2014-2016)

May 2018

Experience

- SCHOLAR IN ACTION**, Laspa Center for Leadership; Claremont, CA **09/2015 - Present**
- Lead and plan panel conversations and workshops aimed to expand female leadership, influence, power and impact
 - Organize a 2 day 'Think-a-Thon' conference, where participants learn how to pitch for a start-up idea through human-centered design
 - Research and pin-point potential topics of discussion most relevant to Scripps students, as well as notable non-conventional leaders, alumni and faculty in the local Inland Empire area and L.A.
- STUDENT ADMINISTRATIVE ASSISTANT**, International Place of the Claremont Colleges; Claremont CA **09/2014 - 05/2016**
- Use Adobe Photoshop and InDesign to design various event posters and advertisements
 - Consistently posted to social media platforms to encourage engagement and interaction for international student community
 - Work with administration and students to develop programming suited for the needs
- FUNDING ADVISORY COMMITTEE STUDENT REPRESENTATIVE**, Claremont, CA **01/2017 - Present**
- Student-led board with the responsibility to allocate student fees and respond to student requests for funding
 - Prioritize student's accessibility to resources that benefit the larger Scripps community
 - Ensure and advocate for student's needs on and off campus through monetary means
- CO-MODERATOR**, Sustained Dialogue Campus Network; Claremont, CA **08/2015 - 05/2016**
- Meet with a group of first years every week creating conversations and action plans to change and show intersections of race, politics, class, gender with student life at Scripps
 - Moderate conflictual relationships and design processes of change
 - Listen deeply and navigate difficult dialogue
 - Work with administration and student influencers on campus to create safe space for marginalized voices
- MARKETING ASSISTANT**, TED x Claremont Colleges, Claremont, CA **11/2014 - 02/2015**
- Collaborated with graduate students in the Masters of Marketing program at Claremont Graduate University to learn how to optimize attendance and name recognition of event, targeting seven colleges
 - Successfully secured attendance by 325 people while maintaining quality and intimacy of TEDx function
- MARKETING AND PUBLIC RELATIONS INTERN**, Sir Hudson International Limited, Hong Kong **05/2015 - 08/2015**
- Executed hands-on lifestyle workshop campaign, connecting local service businesses with HABITU customers together to facilitate a culture of responsibility, sustainability and creativity
 - Assessed user's needs in curation of workshops, successfully securing a total 165 participants
 - Conducted operational research to get a sense of how coffeeshops were run, implementation methodology, assessing customer profile
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Skills

Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere), Project Management, Video Editing, Java, Python, HTML, Event Planning, Human-Centered Design