Crystal Edem

11809 Hamlin Street #5, North Hollywood, CA 91606
310-293-0477 crystal_edem@yahoo.com

EDUCATION

The Pennsylvania State University | Smeal College of Business **University Park, PA**
Bachelor of Science in Management Information Systems Class of 2018
Minor in International Business GPA: 3.13
Dean's List: 3/4 semesters

Institute for the International Education of Students: Study London **London, England**
Focus in International Business Spring 2016

RELEVANT EXPERIENCE

Esdiac Mobile App **Los Angeles, CA**
Business Development Intern June 2017 – August 2017

- Created and approved employee and client legal documents for app partnerships
- Established relations with advertisers and implemented marketing strategies within target audiences such as South Asian, West African, and Latino communities
- Conducted research and analysis to determine target customers demographic and relatability to Esdiac App
- Oversaw business operations for Lagos, Nigeria branch office

Enterprise Nation **London, England**
Intern January 2016 – April 2016

- Organized pop-up shops for 40 startup companies at Berlin's Fashion Week
- Created databases using Refinery to update and organize company's website
- Conducted research and analysis in tech, fashion, food, and beverage for sales pitches to executives
- Created presentations using Excel pivot tables and charts showing sales trajectory for executives
- Worked 16 hours per week while managing a full course load

LEADERSHIP & ACTIVITIES EXPERIENCE

Assistance in Transition at University Park August 2015 - Present
Planning Specialist

- Plan 5 academic, social, and career events for 50 students
- Provide assistance with career fair preparations, academic success, and overall presentation to employees

Real Estate Boot Camp August 2017 - Present
Member

- Engage and learn about business opportunities with top leaders in the Real Estate Industry
- Participate in Argus Software Certification training

WORK EXPERIENCE

Giant Superstores **State College, PA**
Cashier September 2015 – December 2015

- Enhanced customer experience through excellent customer service
- Accounted for $500 on a given shift that was counted before every shift

Penn State Abington Academic Affairs **Abington, PA**
Student Assistant August 2014 – May 2015

- Managed the Dean's calendar and scheduled appointments with students
- Provided monthly campus tours for students and visitors to provide an overview of the University
- Greeted visitors and addressed any questions or concerns
- Delivered mail and restocked supplies for faculty to avoid stock outs

Soma Intimates **Willow Grove, PA**
Sales Associate September 2014 – March 2015

- Increased efficiency of service through restocking inventory daily
- Accounted for $200- $300 on given shift to give proper change to customers
- Conducted fittings for customers to ensure the perfect fit