

Briana Hui

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EDUCATION

University of Southern California, Marshall School of Business

Major: Business Administration

Minor: Designing for Digital Experiences

Los Angeles, CA

Jan 2023 – Present

Arcadia High School

Unweighted GPA: 3.71

Arcadia, CA

Aug 2018 – Jun 2022

- Honors societies: California Scholarship Federation, National Honor Society
- Additional extracurricular activities: Associated Student Body (Class President, ASB President), Orchestra 1 (2018 - 2019), Symphony Orchestra (2020 - 2021), NHS ASC Tutor (March 2020 - April 2022)

LEADERSHIP AND EXTRACURRICULAR ACTIVITIES

USC Sigma Eta Pi (Entrepreneurship Honor Society)

Director of Internal Affairs

Los Angeles, CA

Jan 2024 – Present

- Plan over 10 professional and social events per semester, coordinating arrangements for 60+ organization members, including venue selection, budgeting, and transportation.
- Collaborate with others to conceptualize and implement new event ideas, increasing member engagement and professional development opportunities within the organization.

Tau Class Member

Sept 2023 – Dec 2023

- Participated in 10-week incubator known as Founder's Education and built a travel planning app with 200+ beta users and a letter of interest from a private equity firm
- Pitched travel planning app, *Opal*, at Demo Day to 3 investors as well as over 150+ audience members

ProductSC (USC's Premier Product Management Organization)

Director of Marketing and Design

Los Angeles, CA

Jan 2024 - Present

- Spearhead marketing operations and design graphics through Figma, Adobe Illustrator, and Adobe Photoshop
- Participate in weekly meetings to learn more about product management through educational curriculums, recruitment preparation programs, and case competitions

USC Undergraduate Student Government

Executive Aide to the Chief Programming Officer

Los Angeles, CA

Jul 2023 – Present

- Assist CPO in overseeing 19 assemblies and committees through events management, advocacy, and initiatives
- Organize and maintain spreadsheets for documents and rosters for the Programming Department
- Creating a parking stipend to offer greater accessibility and convenience for commuter or low-income students
- Ensure that events are well planned and organized to cater to over 21,000 undergraduate students

WORK EXPERIENCE

Opal

Founder, Designer, Product Manager

Los Angeles, CA

Sep 2023 – Present

- Launched travel app that allows users to collaborate in large groups and browse through new travel spots for retreats, group trips, etc.
- Designed full app interface and pitch deck alongside prototyping
- Conducted market research and customer discovery to develop most viable product for users

United Talent Agency

Extern

Los Angeles, CA

Jan 2024 – Feb 2024

- Three-week program that covered how the agency represents over 150 clients on a daily basis
- Participated in triweekly meetings and incubator sessions to fine-tune professional skills and engage with guest speakers that range from all departments of entertainment

Chiyo

Brand Strategy Intern

Remote

Jun 2023 – Aug 2023

- Assisted in creating brand positioning, developing creative content, and conducting market research
- Analyzed consumer insights to inform brand strategy and decision-making
- Created TikToks for marketing and gained over 8000% in audience views as well as a 29% increase in followers

Singpoli

Summer Intern

Arcadia, CA

Jun 2021 – Aug 2021

- Reviewed commercial appraisal reports to understand market fundamentals and methods of valuation
- Formulated spreadsheets to maintain annual project management fee calculations and investor statements