

# DANA PAN

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## OBJECTIVE

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*Starting in the service industry then transitioning into marketing roles, I believe the key to a business' success is having a customer-first mindset. I strive understand customers through personal interaction or analytics platforms, and use this knowledge to create customer-relevant marketing content.*

## EDUCATION

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### Santa Clara University

Leavey School of Business

Bachelor of Science in Commerce in Marketing

Santa Clara, CA

September 2016 – December 2019

Overall GPA: 3.53

Major GPA: 3.95

## PROFESSIONAL EXPERIENCE

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### NetApp

Product Marketing Intern

Santa Clara, CA

June 2019 - Present

- Produced technical marketing copy to drive web traffic by working with subject matter experts and SEO specialists.
- Established a goal-oriented, effective editorial process by collecting analytics, setting goals, and creating key assets.
- Created a more data-driven prioritization process of the creation of sales enablement assets.

### Santa Clara University School of Engineering

Digital Media Technologies Assistant

Santa Clara, CA

June 2018 - Present

- Produced engaging marketing content through Adobe Photoshop, Illustrator, InDesign, and other platforms.
- Increased user friendliness by redesigning, restructuring and writing 100+ project summaries for the IDEAS site.
- Assisted with creating new campaigns and performed social media analysis to increase and track engagement.

### Self-Employed

Freelance Artist

Boston, MA

June 2017- June 2018

- Generated \$1000 in profit by marketing artwork through social media and a personally designed website.
- Retained customers by understanding customer wants and creating a more personal connection with clients.
- Ensured customer satisfaction by effectively communicating with the client throughout the production process.

### Santa Clara University Access Card Office

Student Assistant

Santa Clara, CA

April 2017 – June 2018

- Fixed technical issues of ACCESS cards within 5 minutes each through transACT and other software.
- Corrected and confirmed sales figures on accounts to ensure accuracy of both student and office finances.
- Ensured customer satisfaction of over 4000 members by making deposits and money transfers within 10 seconds.

## EXTRACURRICULARS

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### Delta Sigma Pi

Santa Clara, CA

- Effectively collaborated with members and off campus organizations to generate over \$2000 profit on campus.
- Assisted in planning and preparing for chapter fundraising, professional, social and community service events.

### LEAD Scholars Program

Santa Clara, CA

- Joined a program for first generation students supporting vocational development and community engagement.
- Improved professional skills by actively attending and engaging in LEAD seminars and events.

### Bethany Nursing Home

Framingham, MA

- Performed in monthly musical ensembles to provide entertainment for the residents.
- Distributed food and gifts to improve the residents' experience during the performance.

## SKILLS/INTERESTS

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**Language:** English (Fluent), Chinese (Fluent in Speaking, Intermediate in Reading and Writing)

**Skills:** Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Adobe After Effects, Adobe Analytics, Microsoft Excel, Microsoft PowerPoint, Microsoft SharePoint, Google Analytics, Google Suite Applications

**Interests:** Developing marketing skills, Learning about IT trends, Creating new artwork, Social media, Creating meaningful connections, Professional development, Discovering trends