

LING LUC

STUDENT ENGAGEMENT COORDINATOR |
CONTENT STRATEGIST | DESIGN FIEND

RESTORATIVE | RELATOR | LEARNER | ARRANGER | INDIVIDUALIZATION

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PROFESSIONAL EXPERIENCE

CREATEWITHLING.COM - FREELANCER // JAN. 2017 TO PRESENT

- TAKE ON VARIOUS LOGO & WEB DESIGN PROJECTS
- CONDUCT CONSULTATIONS PRIOR TO THE PROJECT
- OUTLINE THEIR NEEDS, EXPECTATIONS, VISION, AND DEADLINES
- PROVIDE DRAFTS (LOGO DESIGN) TO ENSURE THE CLIENT'S VISION ARE MET
- TRANSPARENCY WITH PROJECT DURATION
- EDUCATE CLIENTS ON THE BASICS OF WEBSITE MAINTENANCE
- EXPERIENCE WITH DOMAIN SET-UP
- EXPERIENCE WITH WEB DESIGN/LAYOUTS

// FREELANCE, INDEPENDENT PROJECTS

- **FEMWINISM.COM - (WEB DESIGN):** COLLABORATED WITH ARTIST/SINGER TIA FERRERA ON WEB DESIGN (3-5 WEEK PROJECT). I DESIGNED EACH WEB PAGE (LAYOUTS, GRAPHICS AND MENUS) ON SQUARESPACE WEB PLATFORM. I MADE RECOMMENDATIONS FOR MARKETING CONTENT AND THE USER'S EXPERIENCE ON THE SITE. I EDUCATED THE CLIENT ON WEBSITE MAINTENANCE.
- **MUGANZO INVESTMENTS - (LOGO DESIGN):** MET WITH CLIENT AND DISCUSS POSSIBLE LOGO DESIGNS. ACHIEVED THEIR VISION OF THEIR LOGO.
- **CIAO CHOW NOODLE BAR & GRILL (LOGO DESIGN)**
- **A3 EDUCATION CONSULTING (LOGO DESIGN)**
- **PHOTOGRAPHY BY AALIYAH (GRAPHIC DESIGN)**

INDIE THINGS POSSIBLE (ITP), NON-PROFIT // JUN. 2014 - JAN. 2017 MARKETING & LOGISTICS

- EVENT PLANNING FOR URBIE (INTERACTIVE MUSIC EXPERIENCE & SHOWCASE FOR LOCAL INDEPENDENT ARTISTS/MUSICIANS)
- ASSISTED WITH ITINERARY & SCHEDULING FOR ARTIST PERFORMANCE
- REACHED OUT TO LOCAL BUSINESSES FOR INVOLVEMENT & SPONSORSHIPS VIA PHONE, EMAIL OR IN-PERSON
- SET SOFT-DEADLINES TO ENSURE TASKS ARE MET LEADING UP TO DAY OF THE EVENT
- MANAGED TICKET SALES ON THE DAY OF THE EVENT
- MANAGED THE ARTIST/MERCHANDISE TABLE
- HANDLED CASH AND CREDIT CARD TRANSACTIONS WITH CUSTOMERS
- ATTEND TO THE NEEDS OF ARTISTS/MUSICIANS LEADING UP TO THEIR SET
- FLOATER - TAKE ON TASKS IN AREAS AS NEEDED ON DAY OF EVENT
- ASSIGNED TO LOGISTICS, OPERATIONAL AND WEB CONTENT DUTIES
- SENT ELECTRONIC NEWSLETTERS TO KEEP SUBSCRIBERS (ARTISTS, VENDORS, SPONSORS, PRESENTERS) INFORMED
- ATTENDED MONTHLY TEAM MEETINGS AND SCHEDULED ONE-ON-ONE MEETINGS WITH THE CEO AS NEEDED
- WORKED INDEPENDENTLY ON GRAPHIC DESIGNS (FLYERS AND SOCIAL MEDIA POSTS)
- PROVIDED IDEAS/RECOMMENDATION TO THE TEAM
- COLLABORATED WITH C.E.O. AND THE WEB DEVELOPMENT TEAM TO BRAINSTORM IDEAS VISUAL CONTENT FOR FLYERS & WEBSITE
- ATTENDED WEEKLY/MONTHLY MEETINGS WITH WEB DEVELOPMENT TEAM TO CHECK-IN ON PROGRESS
- PROPOSED & EXCHANGE CREATIVE IDEAS WITH TEAM MEMBERS
- MANAGED AND POSTED MARKETING CAMPAIGNS TO INSTAGRAM

AREAS OF EXPERTISE

- HIGHER EDUCATION - STUDENT SERVICES
- WEB DESIGN
- CONTENT CREATOR
- GRAPHIC DESIGN
- MARKETING: BRANDING; CAMPAIGNS
- FINANCIAL AID (FEDERAL/STATE)

EDUCATION

CSU SACRAMENTO, SPRING 2014

BA - BUSINESS MARKETING

MINOR - ART STUDIO

DELTA SIGMA PI -CO-ED BUSINESS
FRATERNITY

SOFTWARE/PROGRAM SKILLS

- ADOBE PHOTOSHOP/ILLUSTRATOR
- ANDROID/ APPLE SMARTPHONE APPS
- CMS - CASCADE WEB PLATFORM
- CMS - PEOPLESOFT
- EAB (EDUCATION ADVISORY BOARD)
- GODADDY
- LINKEDIN
- MICROSOFT OFFICE SUITE
- ONBASE, HYLAND WORKFLOWS
- SQUARESPACE & WIX
- WINDOWS/MACINTOSH

PROJECTS/INVOLVEMENT

- **CONTENT WRITER:** THE SSC BUSINESS PLAN, JUN. 2016
- **DIGITAL DESIGNS:** SSC COMING SOON BANNER, SSC LIST OF SERVICES BANNER
- **LOGO DESIGN:** A3 EDUCATION CONSULTING, MUGANZO INVESTMENTS, CIAO CHOW NOODLE BAR & GRILL
- **WEB DESIGN:** FEMWINISM.COM, MAR. 2017

COMMITTEE INVOLVEMENT

- FINANCIAL AID COMMUNICATIONS COMMITTEE
- S.E.A.W (STUDENT EMPLOYMENT APPRECIATION WEEK)
- STUDENT AFFAIRS MARKETING/COMMUNICATION COUNCIL

CONTACT ME

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 LINKEDIN.COM/IN/CREATEWITHLING

PROFESSIONAL EXPERIENCE CONTINUED...

- FINANCIAL AID ANALYST // JAN. 2015 - FEB. 2016
- ADMIN SUPPORT COORDINATOR // SEP. 2014 - JAN. 2015
- FEDERAL WORK-STUDY ASSISTANT // AUG. 2011 - SEP. 2014
- PEER ADVISOR // SEP. 2009 - AUG. 2011

CSU SACRAMENTO, THE STUDENT SERVICE CENTER (SSC)

- STUDENT ENGAGEMENT COORDINATOR // OCT. 2021 TO PRESENT
- COUNSELOR // FEB. 2016 - OCT. 2020

STUDENT ENGAGEMENT COORDINATION AND COMMUNICATION:

- COORDINATES AND MAINTAINS THE STUDENT SERVICE CENTER COMMUNICATION PLAN THAT PROVIDES TIMELY AND ACCURATE INFORMATION, INTRODUCTION TO SERVICES, AND DIRECTION TO STUDENTS AND PARENTS, PROMOTING STUDENT SUCCESS AND ALLOWING STUDENTS TO SEEK ASSISTANCE IN A MORE PROACTIVE MANNER.
- COORDINATES MARKETING AND COMMUNICATION EFFORTS FOR THE STUDENT SERVICE CENTER AND ENROLLMENT MANAGEMENT AND STUDENT SERVICES INCLUDING THE WEBSITES, SOCIAL MEDIA, PUBLICATIONS, FLYERS AND POSTERS, EMAIL CORRESPONDENCE, AND OTHER MODES OF COMMUNICATION.
- REVIEWS THE WEB AND OTHER COMMUNICATION VEHICLES. MAKE RECOMMENDATIONS TO APPROPRIATE ADMINISTRATORS TO ENSURE TIMELY AND ACCURATE INFORMATION IS DISSEMINATED TO STUDENTS, FACULTY, STAFF AND EXTERNAL CONSTITUENTS.
- MANAGE AND WRITE WEB CONTENT FOR THE SSC WEBSITE
- WRITE AND RESTRUCTURE CONTENT TO FIT OTHER MEDIA PLATFORMS (I.E., FLYERS, SOCIAL MEDIA) TO INFORM, NOTIFY & MARKET TO OUR STUDENTS
- CREATE DIGITAL & PRINT CAMPAIGNS (BROCHURES & FLYERS) FOR IMPORTANT DEADLINES & EVENTS
- STRUCTURE IMPORTANT DEADLINES & CREATE GUIDES FOR STAFF AND FACULTY
- ATTEND MEETINGS WITH SUPPORTING OFFICES (I.E., FINANCIAL AID, REGISTRAR, ADMISSIONS) FOR A CONSTANT FEEDBACK LOOP (I.E., ENROLLMENT MGMT, FINANCIAL AID COMMUNICATIONS, STUDENT EMPLOYEE APPRECIATION WEEK)

COUNSELING DUTIES INCLUDE BUT NOT LIMITED TO:

- EXPERIENCE WITH FOREFRONT OF STUDENT SERVICES (FINANCIAL AID, REGISTRAR, ADVISING, FINANCIAL PLANNING)
- EXPERIENCE WITH PROCESSING STUDENT ACADEMIC REQUESTS AND VERIFICATIONS
- COLLABORATION WITH OTHER HOME OFFICES TO STAY UP TO DATE WITH DEADLINES & POLICIES
- ABILITY TO ARTICULATE TERMINOLOGY THROUGH THE LENS OF A STUDENT
- EXPERIENCE HANDLING SENSITIVE & PERSONAL INFORMATION DISCLOSED DURING COUNSELING SESSIONS
- EXPERIENCE ADVISING STUDENTS INDIVIDUALLY AND/OR IN GROUP SETTINGS
- EXPERIENCE REVIEWING COMPLEX RECORDS AND DETAILED INFORMATION FOR ACCURACY AND COMPLIANCE
- ABILITY TO BE THOROUGH AND ACCURATE WHEN COMPARING STUDENT RECORDS AND REVIEWING INFORMATION
- WORKING KNOWLEDGE OF ACADEMIC SUPPORT (ACADEMIC ADVISING, PARC, SSI, ETC), STUDENT SERVICES (VETS CENTER, PRIDE CENTER, EOP, ETC.) AND STUDENT ENGAGEMENT PROGRAMS (GREEK LIFE, LEADERSHIP INITIATIVE, COMMUNITY ENGAGEMENT CTR.)
- ABILITY TO MAINTAIN COMPOSURE AND PROFESSIONALISM WHILE PROVIDING DIRECT SERVICE TO STUDENTS, FACULTY, OR STAFF.
- ABILITY TO COMMUNICATE EFFECTIVELY WITH A DIVERSE POPULATION OF STUDENTS, FACULTY AND STAFF, IN A VARIETY OF SITUATIONS AND CIRCUMSTANCES
- ABILITY TO ANALYZE INFORMATION, ISSUES, SITUATIONS OR PROCEDURES TO DEFINE PROBLEMS, IDENTIFY RELEVANT FACTORS, FORMULATE A LOGICAL CONCLUSION AND RECOMMEND ALTERNATIVE SOLUTIONS

SSC BUSINESS PLAN // ARRANGER & INFLUENCER

- STRUCTURED BUSINESS PLAN: MISSION, OFFICE ROLES/EXPECTATIONS, ROADBLOCKS & OVER ALL LIFE CYCLE OF THE SSC
- COLLABORATION WITH THE SSC TEAM (COUNSELORS, SPECIALISTS, MANAGEMENT)
- LEAD DISCUSSIONS DURING TEAM MEETINGS
- PROPOSED PROCESSES TO ADDRESS ROADBLOCKS AND QUALITY CONTROL
- ADDRESSED SPECIFIC AREAS FOR PROCESS IMPROVEMENT TO SUPPORT OUR BUSINESS PARTNERS
- ADDRESSED LOGISTICS, OPERATIONS AND DUTIES
- DEMONSTRATED PROCESSES TO IDENTIFY CURRENT FUNCTIONS AND PROPOSED FUNCTIONS

CONTACT ME