

REESE YAN

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EDUCATION

Northern Illinois University

Bachelor of Science in Business Administration

Concentration in Operations Management & Information Systems and Marketing

Dekalb, IL

Aug 2024 - May 2028

SKILLS AND CERTIFICATES

- **Software:** Photoshop, Microsoft Office Suite, Google Workspace
- **Languages:** English, Mandarin, and Cantonese
- **Skills:** Graphic Design, Digital Art, Video and Photo Editing, Photography

EXPERIENCE

Portillo's

Cashier

Naperville, IL

July 2023 - Present

- Resolve customer complaints by coordinating remakes and offering complimentary desserts per policy
- Achieve 95% customer satisfaction with order accuracy and service quality
- Train new employees in register use, tablets, and the process of making beverages
- Increase upselling results by boosting drink and dessert sales by 28% in a single shift
- Balance cash register and receipts at the end of shifts for managers

PROJECTS & COURSEWORK

Marketing Consulting Project

Consultant

Dekalb, IL

Aug 2024 - Dec 2024

- Supported *Julie's*, a small local business, to revitalize business structure and increase customer engagement
- Developed marketing plan with sample advertisements to attract more customers and expand demographic reach
- Researched marketing strategies using PEW Research Center, and small brands analysis to propose new platforms

Graphics Design Projects

Advertisement Designer

Naperville IL

Aug 2022 - May 2023

- Designed digital and print advertisements for a variety of products across multiple mock businesses
- Developed concept sketches and visual branding elements for a stationery and sticker business
- Created comprehensive marketing plan for a proposed stationery/sticker brand, including target audience, positioning, and promotional strategy

Operations Management Intelligent Systems – Excel Focus

Student

Dekalb, IL

Aug 2024 – May 2025

- Learned foundational Excel skills including formulas, formatting, and basic data organization
- Created simple spreadsheets to track information, perform calculations, and summarize data
- Applied operations analytics to evaluate process efficiency, forecasting accuracy, inventory levels, and quality performance
- Built introductory charts and pivot tables to visually present data and support class assignments

ACTIVITIES

Women in Business Professions

Club Member

Dekalb, IL

Aug 2025 - Present

- Volunteer in community service at animal shelters, create cards for seniors, and support donation drives
- Attend professional development meetings with guest speakers, company insights, and investing workshops
- Organize and participate in club socials, including holiday gatherings, alumni meet-ups, and wellness activities
- Coordinate and staff multiple tabling events to fundraise for the club

Wheaton Chinese Alliance Church

Group Leader

Wheaton, IL

June 2023

- Helped design summer program by planning activities, bible studies, crafts, and schedule
- Directed and facilitated engaging games and activities for children
- Taught key themes such as bravery, honesty, and responsibility through bible lessons
- Planned a big banquet by coordinating catering, creating performance itinerary, directed performance rehearsals, and sending out invitations to parents