

# Lu-Te (Ruby) Tu

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I possess outstanding expertise in customer communication and relationship cultivating, consultation, and people management, which allows me to deliver excellent job performance, seeking to continue expanding my functional field by taking on new and engaging professional challenges.

## SKILLS

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- **Spoken Languages Language** - Chinese, English.
- **Software** - Salesforce, Microsoft Project, Microsoft Office.
- **Software Language** - Oracle SQL, Python, HTML, JavaScript, CSS.

## WORK EXPERIENCE

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### Palpilot International Corporation Inside Sales Representative

Milpitas, CA  
Dec 2019 – Aug 2020

- Developed strategies to grow customer base which resulted in a 25% increase in monthly sales.
- Work closely with Sales to negotiate the best pricing to win business at the customer while maintaining 55% of profitability.
- Developed and continually refined knowledge of telecom products in order to answer customer questions and develop creative ways of meeting customer needs within the scope of existing product offerings.

### Allure Professional Digital Marketing Specialist

San Jose, CA  
Aug 2016 – Nov 2019

- Optimized website pages with relevant keywords and improved formatting and readability, decreasing bounce rate from 62% to 34%.
- Coordinated the marketing team on creative campaigns and programmatic buying to support digital cross-promotion efforts, including email campaigns, Facebook promotions, outreach, and marketing initiatives for an improved end-user experience.
- Customized advertising and direct marketing copy to appeal to specialized markets including aquaculture, lake management, public aquariums, and lab research.

### Cisco Externship Program Fronted-End Developer

San Jose, CA  
Jan 2018 – May 2018

- Analyzed data for contractors to assess their efficiency to 75%, and the forecast was achieving an 80% productivity.
- Executed and contributed to full-stack web development projects, with an emphasis on front end features, browser manipulation, and cross-browser compatibility.
- Built a data repository and model to influenced 57% evaluate workforce productivity and compare the initial plan versus the actual result of key indicators performance.

### Yahoo Capstone Challenge Program Technical Support

San Jose, CA  
Aug 2016 – Dec 2016

- Provide technical support for reports, tools to influence 45% users, and usage in the Yahoo mail interface.
- Help product and marketing teams to redesign the email, improving retention and user experience by 40%.

## EDUCATION

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**SAN JOSE STATE UNIVERSITY**  
B.S. Business Administration, Concentration in Management Information Systems

San Jose, CA  
Aug 2016 - Dec 2018

**YUBA COMMUNITY COLLEGE**  
A.S. Business Administration

Marysville, CA  
Aug 2014 - May 2016