

JOANNE LAM

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EDUCATION

COLLINS COLLEGE OF HOSPITALITY, California State Polytechnic University
M.S. in Hospitality Management, GPA: 3.89

Pomona, CA
2014 – 2016

- President, Masters of Science Hospitality Management Club (2015 – 2016)
- Member of Eta Sigma Delta: International Hospitality Management Honor Society
- Presented at the 21st Annual Graduate Education & Student Research Conference in Hospitality and Tourism

EMERSON COLLEGE

Bachelor of Science in Communication Studies; minor in Business Studies; 3.7 GPA

Boston, MA
2009-2013

- Captain, Emerson College Quidditch World Cup team: Elected Captain to lead a 25 member Varsity Quidditch team to successfully place top 16 at 2013 World Cup tournament in Kissimmee, Florida.
- Usher, Arts Emerson: Provided support to patrons for Arts Emerson production at 6 different theater spaces.

PROFESSIONAL EXPERIENCES

COLLINS COLLEGE OF HOSPITALITY, California State Polytechnic University
Graduate Student Assistant for the Program Director

Pomona, CA
May 2015 – Present

- Assist in student recruitment including contacting prospective students, marketing materials, peer advising
- Coordinate Events for the Graduate Program, including a 50 person yearly banquet
- Support faculty-led research in data collection and journal submissions

GREEN TORTOISE SAN FRANCISCO HOSTEL

Front Desk Supervisor

San Francisco, CA
June 2015 – August 2015

- Managed and oversaw front desk team in daily operations for over 200+ guests.
- Coordinated post-stay surveys and marketing materials using Mail Chimp.
- Proficient in property management system Hotel logicx

HOSTELLING INTERNATIONAL

Front Desk Concierge

Boston, MA
July 2013-May 2014

- Managed reservations and front desk operations for over 400+ daily guests.
- Partnered with Community Engagement & Activities Coordinator on a weekly basis to promote hostel events.
- Proficient in property management systems (i.e. roomMaster, KABA Key system, Point of Sales).

Campus Engagement & Marketing Intern

September 2012-May 2013

- Collaborated with 4 student organizations from Emerson College in hosting 6 arts and cultural events.
- Organized film festival and A Cappella showcase for hostel guests with over 40+ in attendance.
- Led social media marketing campaign of weekly community room functions and workshops.
- Partnered with National Volunteer Director of HI-USA in producing marketing video to recruit hostel volunteers.

PURE WANDER (www.purewander.com)

Social Media Manager

December 2013-March 2014

- Supervised all social media activities for a 5-person startup firm that publishes an online family travel magazine, managing its Twitter (3000+ followers), Facebook, Instagram, Stumble Upon and Pinterest account.
- Coordinated weekly Twitter chats involving over 30 participants as a key marketing tool to raise awareness.
- Published articles relating to international travel twice a month, attracting over 100+ daily views.

ADDITIONAL EXPERIENCES

HONG KONG INTERNATIONAL SCHOOL

Summer Discovery Program Assistant

Hong Kong
Summer 2009, '10, '11

- Managed a summer program of 20 classes for ages 4-18 and supervised 15 teacher assistants across 2 campuses.
- Key Liaison between parents, teachers and students throughout the 10-week long summer program.
- Developed crisis communication strategy during a 3-week suspension of program due to Swine Flu outbreak.

CORE COMPETENCIES

Language: Native English, Fluent Cantonese, Intermediate Mandarin

Skills: Mac and PC, Final Cut Pro and Microsoft Office Suite (Word, PowerPoint, Excel), Social Media (Twitter @jo_lam, Eventbrite, and Wordpress), First Aid/CPR Certified, blog writing and video editing.

Hobbies: Photography, Quidditch, Basketball, Weightlifting, Blogging, Travel, Couchsurfing, Volunteering