

EDUCATION

Master's Degree in Biomedical Science, Research, & Leadership in Organizational Development

PHILADELPHIA COLLEGE OF OSTEOPATHIC MEDICINE, Philadelphia, PA

Successfully completed 1st year Medical School in Biomedical Program with 2nd year specialized in research training.

BA in Political Science (Pre-Law), Biological Sciences (Pre-Med), & Business Management

UNIVERSITY OF CALIFORNIA, IRVINE, Irvine, CA

Graduated with over 11,000 hours of philanthropy service dedicated to business development, project management.

Diploma in Modern Human Resources Management, ALISON E-LEARNING (MOOC platform)

BRAND, MARKETING, & COMMUNICATIONS SPECIALIST – BUSINESS DEVELOPMENT – OUTREACH DIRECTOR – SOCIAL MEDIA MANAGER – CREATIVE HEALTH TECH PR Partnership Management | Customer Success | Research Analyst

Combine my masterful Social Media skills + intensive Community Outreach and Service + formal STEM background, and you have a stylish, quirky community influencer! On top of my Analytical Research Background & deep desire to resonate with audiences, I come ready to dive in and learn to support the team. I'm the one people can rely on to always have a new idea (or 10). I approach everything with an excitement to problem solve. My enthusiastic spirit to achieve goals is contagious. Communications, Team Leadership, Outreach, & Branding are my natural gifts, but I do everything coming from a mindset of Empathy and Customer Service—whether it's a relationship with a colleague or client. Conflict mediation comes intuitively because to me, there are no strangers—just friends we have yet to meet. I've always been an inherent writer & extroverted academic who loves setting trends & collaborations. I'm the kind of support you want on your team because I love strategy & uplifting others. I'm a proud #WomanInSTEM and a bursting #IdeasMachine!

PROFESSIONAL EXPERIENCE

PHILADELPHIA COLLEGE OF OSTEOPATHIC MEDICINE (PCOM)

2014-2016

Biomedicine President, Communications & Media Director: Program Lead & Community Manager

- Mobilize & inspire 2,500 diverse medical professionals across 14 departments (Psychology to future doctors).
- Authored Medical University and Biomedical Departmental communications (+ presentations) to disperse key technical information to clinical researchers, professional students, staff, internal stakeholders, non-profit networks, life sciences, business leaders, hospital networks, etc. (including digital environment).
- Database Management of 2,500 employee records full of sensitive / confidential information, ensuring 100% accuracy FDA, ADA, HIPAA, & Government regulations (end-to-end project management & coordinator for business leaders with information systems, policies analyst).
- Drive ideas & strategic change for Process Improvement & Logistics Management: Influence 97% program retention rate, compared with 70% before (Internal Communications Manager, On-boarding).
- Guide Budget Management: Ensure proper resource allocation for 2+ years.
- PR representative of medical school and biomedical program to external audiences and clients

Strategic Planning & Creative Branding Innovation: Outreach Coordinator & Social Media Strategist

- Mastermind creator behind innovative Philly APAMSA: Unite all 5 medical schools in Greater Philadelphia.
 - From conception to creation, built and maintained the website (phillyapamsa.com) from scratch, organized development, secured fiscal sponsor, and organized succession planning training.
- Established network of 50+ philanthropies.
- Cross-functional Team Leadership: Led program to record-breaking averages (84.5-92%, vs. 72-80% before) on exams for Problem Solving Skills via collaborative Software Engineering and Cloud Resources with thought leadership for real-life e-learning initiatives, recruiting, outreach, IT collaboration, L&D.
- Build / Manage medical Brand Management to internal & external audiences (including initiating relationships & networking with key City stakeholders).

Research Analyst: Leveraging Data Analytics and Communications to deliver answers (2015-2016)

- 400% more productive than previous Biochem Researchers via project planning in ambiguous analytical environment.
- Analyze & investigate time-sensitive cell morphology into advanced stages of Prostate Cancer Progression.
- Top 5%: First PrCa Researcher in ten years to successfully defend in under two years, fastest scaling of learning curve.

(Research Analyst, continued)

- Actual Defense Recording available on YouTube as open resource for future grad students + Real Tips on Blog:
 - <http://www.so-arneson.com/2017/03/Real-Thesis-Defense-Tips-Example.html>

UCI, Irvine, CA	2005-2010
Large Events Planner: Targeted Communications, Marketing Manager, Vendor & Customer Engagement	
<ul style="list-style-type: none"> • Directly supervise staff of 80 to project plan large-scale events up to 40,000 attendance, budget management 	
UCI, Irvine, CA	2005-2010
Medical Research Analyst: Neuroscience & Pediatrics Reproduction & Aging EEG (Electroencephalograms)	
BrightStar Care Nursing Healthcare Staffing, Orange County, CA	2013
Digital Product Marketing Manager, M&A B2B / B2C Relationship Building	
Center for innovative Public Health Research Incubator, San Clemente, CA	2012
PR Intern: Digital Communications, Human Records Manager, Research Analyst, Writer/Editor	
UCI, Irvine, CA	2007-2009
Biomedical Ethics, Teaching Assistant & Curriculum Development Coordinator	
Miss PN, Inc. Beauty Company, Los Angeles, CA	2010
Re-branding Consultant / Marketing, Communications, & Outreach / PR & Copywriter	
<ul style="list-style-type: none"> • Public Policy Project Manager, Legal Research for beauty industry eco-friendly health initiatives 	
EF International, Los Angeles, CA	2010-2011
24/7 International Community Manager & Operations: 300 students from 40 countries	
UCI, Irvine, CA	2009-2010
24/7 Community Manager, Advisor, Mentor, Program Management to STEM residents	
BB DAKOTA, Orange County, CA	2007-2009
CXO Communications, Branding & Operations Intern during Indie Fashion House growth	

ADDITIONAL RELATED EXPERIENCE

Sunrise Assisted Living Senior Home, Mission Viejo, CA	2000-2005
Alzheimer's Nurse & Caretaker Volunteer	
Leadership Development Training, City of Mission Viejo, Mission Viejo, CA	1996-2008

MEDICAL RESEARCH PUBLICATIONS

Effects of Hormonal Withdrawal on Prostate Cancer Progression
Thesis for Master of Science Degree (MS) in Bio-medical Sciences
View at: <http://digitalcommons.pcom.edu/biomed/128/>

CERTIFICATIONS & AWARDS

Medical Community Leadership Excellence & Innovation Strategy 2 years in a row | Human Subjects Research | OSHA | HIPAA | Biotechnology Analysis Software | Basic Medical Training | Top 20 Students in Orange County: 1 of 20 out of 565,000+ by OC Family Magazine for entrepreneurial work ethic (hustle)| Persuading diverse audiences: Two-time Homecoming Queen (2005, 2010): Record-breaking vote & endorsements; Also, became *America's Homecoming Queen* California Top 10 (2005).

ADDITIONAL COURSEWORK & SKILLS OF INTEREST

Native English speaker (national essay champion), Advanced French, Fluent Khmer, introductory 5+ world languages, HTML, CSS, JavaScript, Python, SQL, Photoshop, Project Management (Actuarial course, Finance & Cash flow projection, etc.), SPSS, Excel, SharePoint, R, Tableau, Social Media & Tech savvy, Blog building/Blogging, Scraping websites (Web scraping), SEO, Video recording & Video editing, Public Speaking, Content creation, Branding, Copywriting, Marketing, Always learning