

Josephine Chia

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Education

University of San Diego, Knauss School of Business

San Diego, CA

Bachelor of Business Administration in Marketing, Minor in Communication

Expected May 2026

Professional Experience

United Airlines Airport Operations

Los Angeles, CA

Project Management and Execution Intern

Jun. 2024 – Aug. 2024

- Created promotional content through Canva to drive engagement and visibility in station, boosted employee engagement and interaction
- Spearheaded the planning and execution of two inaugural flight launch events, reaching 200+ clients which enhanced passenger satisfaction and brand loyalty
- Presented daily status reports to managers to maintain workflow efficiency

Marketing & Event Planning Experience

Associated Student Government, Torero Program Board

Chair

San Diego, CA

May 2025 – Present

- Supervise and mentor three Vice Chairs in the planning and execution of large-scale campus events and programming initiatives
- Oversee the Marketing Committee to develop and implement marketing strategies that increase event visibility
- Manage a semesterly budget exceeding \$300,000 overseeing financial planning, allocation, and reporting to ensure efficient and transparent resource management

Vice Chair

San Diego, CA

Jun. 2024 – May 2025

- Direct a team of 14 members to plan 6 high-impact campus events, increasing undergraduate engagement and boosting event attendance
- Oversaw annual Olé Festival Concert committee by managing artist bookings, budget allocation, and event logistics, resulting in a memorable experience for over 1,000 attendees
- Organize production schedules and pre-event resources for team and organizations involved consisting of 20+ people

Event Coordinator

San Diego, CA

Aug. 2023 – Jun. 2024

- Collaborated with 13 members and 3 advisors to plan large scale campus events for 5,750 undergraduate students
- Managed vendor relations ensuring seamless event delivery and adherence to schedules
- Developed marketing strategies with Canva to promote events through Instagram posts and reels fostering brand awareness amongst students

Phi Chi Theta Professional Business Fraternity, Zeta Upsilon Chapter

San Diego, CA

Vice President of Membership

Jun. 2024 – Dec. 2024

- Orchestrate Fall Recruitment by managing 4 days of events that attracted 70 potential new members
- Coordinate professional events by engaging in community outreach with alumni and local companies
- Oversee team of 3 recruitment chairs to bring about outreach and philanthropic opportunities

Intervarsity Christian Fellowship, University of San Diego Chapter

San Diego, CA

Small Group Leader

Jan. 2024 – Present

- Co-lead weekly Bible studies and discussions for 15+ members to deepen understanding, fostering a welcoming environment for diverse perspectives and promoting active listening, empathy, and critical thinking skills
- Advertise and market events, activities, and philanthropic work to members of organization through Instagram
- Host team-building events to foster strong interpersonal relationships and sense of community

Skills

- **Proficient in:** Canva, Social Media (platforms/operations/analytics), Microsoft Office, Google Suite
- **Conversational in:** Mandarin