**Emma C. Siu**

(410) 615-7326 ∙ emmaCsiu@gmail.com∙ emma-siu.com

**Education**

July 2022 **University of Maryland Global Campus** Baltimore, MD

*Master of Business Administration*

December 2018 **Merrick School of Business At University of Baltimore** Baltimore, MD

*Bachelor of Science in Business Administration & Computer Information Systems*

**Experience**

2021- Present **FutureCare Health and Management** Pasadena, MD

***HR Coordinator***

* Coordinated the hiring, recruiting, and training efforts of 15 long term care facilities and 7 dialysis centers.
* Acquired, analyzed, and presented key employment and recruiting metrics to executives during weekly strategy meetings.
* Trained facility HR Directors on how to properly use the HRIS system, how to collect general employee and recruiting data, and how to train and retain employees.
* Organized the placement, delivery of onboarding, and delivery of training processes for new graduates
* Established, hired, and trained a small team to create multimedia marketing materials to promote the company brand and bolster recruiting efforts.
* Managed the iCIMS HRIS and recruiting systems to report the success of different recruiting, training, and marketing efforts.

2020- 2021 **The Leadership Institute** Arlington, VA

***Digital Training Coordinator***

* Managed a small team to successfully construct a supplemental learning and support community for trainees outside of the paid service provided, increasing trainee interest and loyalty.
* Created new and grew existing data gathering systems to analyze trainee survey, enrollment, and attendance data to streamline training processes to better address trainees’ needs and develop new market opportunities.
* Implemented a trainee pipeline through the creation of Facebook communities, blog posts, newsletters, email campaigns, and miniature training series to increase traffic to the on-demand training webpage by 35%.
* Developed program materials and supplemental training materials that helped successfully train over 1,000 customers on a variety of key digital topics.
* Hosted live webinars, online events, and recorded on-demand training materials on a variety of digital literacy topics.

2019- 2020 **The Walt Disney Company** Beijing, China

***Foreign Trainer***

* Led meetings with customers and team members to develop a high quality service that provided customers with a more satisfying experience to improve trainee engagement.
* Worked with a cross-functional multilingual team to plan, coordinate, and execute demonstrations and events that would transcend cultural barriers for lead generation.
* Utilized customer data and feedback to create more effective course materials and training plans which ultimately led to the progression of customer’s knowledge and maintenance of high graduations rates.
* Performed direct marketing and lead nurturing through events hosted in various locations around Beijing.
* Developed and implemented an experience based strategy that increased the customer satisfaction rate 15%, and the customer retention rate 39%.