

# ALLISON (ALLY) PURUGGANAN

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## EDUCATION

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Rice University | Houston, TX 8/2019 – 5/2023

B.A. Economics, B.A. Psychology, Minor in Business | GPA: 3.9/4.0

*Relevant Coursework:* Marketing | Marketing Analytics | Business Communications | Behavioral Economics

## RELEVANT EXPERIENCE

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Youtuber | Thrifting, fashion, beauty, and lifestyle guidance 02/2023 – Present

- Grew subscriber base to 21k+ in 7 weeks by creating captivating videos, showcasing an energizing personality, and building online relationships with subscribers to encourage returning viewers
- Increase click-through-rate by 60% through the design of eye-catching thumbnails and the use of key search terms in video titles
- Strategically advertise videos across various platforms to increase Youtube views by 100%

President | 6100 Main Fashion at Rice University 11/2022 – Present

- Plan and execute a campus-wide Lunar New Year fashion performance for 500 attendees by developing a cohesive on-brand theme, managing and styling 20+ performers, and creating engaging digital ads

Co-VP Marketing | The Women's Network - Rice Chapter 4/2022 – Present

- Develop and post weekly original content on Instagram, promoting organization events, fundraisers, and merchandise resulting in a 50% increase in membership, 100% increase in event attendance, and 90% increase in Instagram engagement
- Compose weekly advertisements for targeted audiences to increase event attendance by 60% and ambassador applications by 120%

Founder & CEO | Starfire Vintage, a Social E-Comm Storefront 11/2021 – Present

- Build a vintage clothing brand for Gen Z audience by creating an online presence, increasing followers on TikTok and Instagram by 110% through the creation of entertaining videos, posts, reels, and stories, resulting in 2.5 million+ views
- Photograph and style models for website using a DSLR camera and Lightroom editing software

President | The Women's Network - Rice Chapter 1/2021 – 4/2022

- Organized and executed bi-weekly chapter and bi-annual nationwide events resulting in a 30% growth of the network
- Coordinated speaker events, connecting 220+ students with influential female mentors and leaders
- Assumed responsibility as Rice's founding chapter president to oversee all executive board responsibilities, and coordinate with 7 members on development and sustainability goals

Industrial-Organizational Researcher | Hebl/King Lab - Rice University 8/2020 – 12/2021

- Researched, collected data, and coded 75 experiments to draw conclusions on diversity-based workplace inequities

University Tour Guide | Rice University 5/2021 – 10/2021

- Designed and led university tours for 100+ families, inspiring interest in Rice for highly qualified prospective students to increase application rate by 10%

Orientation Week Advisor | Rice University Brown College 8/2020, 8/2021

- Facilitated a positive introduction to Rice and collegiate life in team of 4 advisors for a group of 10 students

## RELEVANT SKILLS

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Adobe Creative Studio | Youtube Creator Studio | Tiktok Creation | Instagram Creation | Photography and Vlogging | Canva | MailChimp | Wix Website Creator & Manager | R | Excel, Word, and PowerPoint | Google Workspace | Google Analytics