

# Eileen Bau

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## Experience

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### IBM – Austin, Texas

Innovative Fortune 100 information technology company  
*Social Media Specialist Intern, IBM Security: May 2019 - August 2019*

- Acted as organic social media focal for the IBM Security business unit, counseling 13+ campaign teams on executing and optimizing social-first campaigns
- Wrote copy for IBM Security Twitter, LinkedIn, and Elevate that drove a 2.3% MoM increase in engagement rate
- Created a proposal for IBM Security's B2B influencer marketing strategy implemented in late Q3 2019

### The BHW Group – Austin, Texas

Leading web development and mobile app development company  
*Digital Marketing Intern: June 2018 - May 2019*

- Boosted website's domain authority by 2 points in a one-month period through keyword research optimized copy and link building strategies
- Developed content and partner outreach strategy by finding and researching 300+ content partners
- Published 5 guest blogs in a three-month period

### McCombs School of Business – Austin, Texas

No. 5 ranked undergraduate business program in the U.S.  
*Digital Marketing Intern: August 2017 - May 2019*

- Created and broadcasted written and graphic content to 5,000+ students weekly via social media and email marketing
- Designed outreach for 40+ McCombs student organizations and media for Texas BBA Community Values initiative
- Increased Facebook page social reach by 52% in 28 days for 2018 back-to-school outreach

## Leadership

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### Apricity Magazine – Austin, Texas

Official literary and arts magazine of The University of Texas at Austin  
*Creative Director: October 2018 - Present*

- Set creative direction, design themes, and design standards for 2019 Vol. III of a Columbia Scholastic Press Association award-winning publication
- Collaborated with web developers to create AR online magazine preview
- Lead team of 6 designers to produce 80+ page magazine
- Lead team of 35+ through an organizational rebrand

### University Securities Investment Team – Austin, Texas

UT Austin's largest student finance organization  
*Director of Marketing: May 2016 - May 2018*

- Escalated Facebook engagement 382% in 28 days for Texas Shark Tank, UT's largest entrepreneurship competition
- Increased annual student participation 64% for Texas Charity Pitch, UT's largest philanthropy competition
- Managed 1,000+ follower base through cross-platform digital marketing strategy with social media and email
- Oversaw and executed three \$6,000 budget marketing campaigns for yearly corporate-sponsored flagship events

## Education

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### The University of Texas at Austin, Red McCombs School of Business & College of Liberal Arts

May 2020  
Bachelor of Business Administration, Business Honors Program  
Bachelor of Business Administration, Marketing  
Bachelor of Arts, Plan II Honors Program  
GPA: 3.76/4.00 | SAT: 2370/2400 | ACT: 35/36

Universidad de San Andrés, CBHP Management Study Abroad; Buenos Aires, Argentina  
June 2017

## Honors

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University Honors (6x)  
Spring 2019  
Dean's Honor List, Cum laude  
Spring 2018  
Dean's Honor List, Magna cum laude  
Spring 2017

## Activities

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Designer: Tandem Studio (Design Studio)  
Fall 2018 - Fall 2020

Staff Writer: Afterglow (Music Publication)  
Fall 2018 - Spring 2019

Out 4 Undergrad Marketing Conference  
September 2018

Asian Business Student Assoc.  
Fall 2016 - Fall 2017

Design Collective  
Fall 2016 - Spring 2017

## Additional Information

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Computer Skills: Adobe Photoshop, Adobe InDesign, Sprinkl, MS Powerpoint, Word, Excel, Access, Ahrefs, MailChimp, Slack, Google Suite  
Languages: Working knowledge of Spanish, Conversational in Mandarin Chinese  
Interests: Queer Phenomenology, DJing, Fashion, UT Intramural Soccer, Shaolin Kung Fu, LGBTQ+ activism  
Work Eligibility: Eligible to work in the U.S. with no restrictions