

# Jenney Szeto

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## EDUCATION

### **Babson College**

Candidate for *Bachelor of Science* in Business Management  
Concentrations: Marketing and Strategic Management

Member of International Honor Society Beta Gamma Sigma 2010

Cumulative GPA 3.86; Presidential Scholar; Dean's List Fall 2006-Spring 2009

Honors Independent Research on a Statistical Analysis of Sleep Priority based on Maslow's Hierarchy of Needs

**Babson Park, MA**

May 2010

### **Culture, Society, and Entrepreneurship in a Developing Economy**

Two week experience teaching entrepreneurship and business development to Ghanaian locals

**Ghana, Africa**

Jan. 2010

### **University of New South Wales**

Coursework in Consumer Behavior, Global Tourism and Econometrics

**Sydney, Australia**

Mar. 2009 – June 2009

## EXPERIENCE

### **Babson College Management Division**

*Undergraduate Management Division Intern*

- Manage the research for projects and preparation for courses for professors of the Management Division
- Assist in the daily operations of the office and in training student assistants

**Babson Park, MA**

Jan. 2008 – Present

### **Zag Innovation Group**

*Independent Consultant*

- Provided local private businesses with market research, information, advice, and insights
- Moderated focus groups, collected data through surveys, analyzed results, and created reports

**Babson Park, MA**

Jan. 2008 – Sept. 2008

### **Americorp Summer Community Action Program**

*Community Service Advocate*

- Volunteered at diverse organizations such as Camp Sunshine (ME), Boys and Girls Club, low-income family centers, community camps, and Friends of the Homeless to make an impact on the lives of others
- Provided farm work, animal care, hospitality for families with children surviving life-threatening diseases, child care, educational and fun day-trips, and home reconstruction

**Wellesley, MA**

May 2007 – Aug. 2007

### **2007 College Saver – Foundations of Management and Entrepreneurship Business**

*Vice President of Communications*

- Managed internal affairs and ran a direct-mail coupon business as a team comprised of 30 students
- Created a business plan, executed the business, and raised money for low-income students

**Wellesley, MA**

Jan. 2007 – May 2007

## ACTIVITIES

**Babson Asian Pacific Students Association (BAPSA), Senior Advisor (Present), Student President (2008), Vice President (2007)**

- Lead committee of e-board officers to plan and execute the logistics of educational and fun events for 200+ members
- Spread cultural awareness about the traditions of Asian countries, especially through annual *East Meets West* show

**Asian Sisters Participating In Reaching Excellence (ASPIRE), Active Volunteer & Conference Moderator (2008-2009)**

- Collaborated with conference planners and panelists to moderate panels for high school and college students
- Aided in event planning and increased attendance for networking events

**Babson Women's Varsity Volleyball Team, Team Manager (2008), Defensive Specialist (2006-2007)**

- Award: Academic All-Conference Honors 2007 for varsity volleyball

## SKILLS

Computer: Microsoft Office, Statistical Modeling (Minitab, SPSS & PASW)

Languages: Conversational Chinese (Cantonese), basic Spanish, basic Japanese, basic Latin