

# Christopher Peng

## MBA Candidate at Boston College

As a first year MBA candidate at Boston College's Carroll School of Management, I am writing to apply to Riot Games' MBA internship role for the summer of 2022. I have been playing League of Legends since 2012 and have attended multiple Riot hosted E-Sports Events. Working in teams towards a common goal is something I thrive in and would love to pursue at Riot Games.

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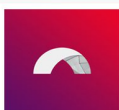
### MOST RECENT WORK EXPERIENCE



Feb 2019 - Feb 2020

*Digital Marketing Specialist*

At Hudson Creative, my primary focus was to create & optimize ad campaigns for clients while focusing on user experience & utilizing conversion-based analysis.



May 2018 - Feb 2019

*Patient Advocate*

I served as a Patient Advocate on Parachute Health for ten months. We focused on retaining clients through user-focused customer support while gaining new clientele through onboarding demonstrations.



March 2020 - July 2020

*Digital Marketing Strategist*

I served as the Digital Marketing lead on many restaurant groups and provided Marketing services to several notable clients. I provided thorough statistical analysis on digital advertising campaigns using google adwords and analytics.

### EDUCATION & TRAINING



2019

Course Completion Certificate



2013-2017

Marketing & Business Law



2021

MBA Candidate

### SKILLS & EXPERTISE

Digital Marketing



Consumer Market Research



Regression/Forecast Models



SPSS/R/SQL



Google Data Analytics



Project/Product Management



Public/Client Relations



Microsoft Office Suite



Cross-Functional Teamwork



### HOBBIES & INTERESTS



Video Games



Synthesizers



Anime



VR/AR



Drones