

**ROBYN KARCHERE-SUN**

36 Ginger Court  
Princeton, NJ 08540

609-216-6864

Karcheresunrobyn@gmail.com

---

**EDUCATION:**

---

**Skidmore College, Saratoga, NY** **Sep 2022–Present**

- Anticipated Graduation Date: May 2026
- Bachelor of Science in Management and Business; Minors: Economics, Chinese
- Overall GPA: 4.0
- Dean's List (5 semesters)

**Summer Study Abroad, TamKang University, Taipei, Taiwan** **Jun–Aug 2024**

- Awarded Fulbright-Hays Scholarship to participate in an intensive 8-week Chinese language program, designed to deepen cultural and linguistic fluency

**BUSINESS EXPERIENCE:**

---

**Brand Strategy Development** **Jan 2025–Present**

- In two projects, collaborated with a team of four to create distinct brand positioning strategies for Teeny Bite Bakery, and Skidmore College, as part of Brand Development course, Skidmore College
- Conducted primary and secondary research to gain understanding of the industry challenges, cultural context, and top competitors, to inform brand positionings strategies
- Presented strategies along with sample marketing creatives to the founder of Teeny Bite Bakery, and Skidmore College Director of Marketing and Engagement

**Target Corp. Strategic Proposal and Executive Presentation** **Sep–Dec 2022**

- Successfully lead a team of five students for a semester-long project for Business Strategy course, Skidmore College
- Through detailed SWOT analysis and financial review, created a comprehensive strategic proposal, aimed at increasing consolidated operating profit by 10% over five years
- Synthesized findings into a concise 25-minute presentation delivered to a panel of guest executives, refining presentation skills

**LEADERSHIP EXPERIENCE:**

---

**Peer Mentor, Skidmore College** **Sep 2024–Present**

- Selected by Professor for academic performance and leadership potential to be role model for a seminar of sixteen first-year students
- Led discussions and activities on college transition topics, delivering content independently
- Completed intensive leadership training

**Student Assistant, Skidmore College Mgmt. and Business Office** **Jan 2024–Present**

- Student leader in the Management and Business Department office, supporting Professors and office operations, honing clear communication skills
- Create slide presentations using Microsoft PowerPoint and Excel, highlighting graduating seniors in the Management and Business major

**RESEARCH EXPERIENCE:**

---

**Research Fellow, Skidmore College Mgmt. and Business Department** **May 2024–Present**

- Selected by Professor for academic standing to work for a multi-institutional research team (Skidmore College, Syracuse University, and Northeastern University) in studying "digital work" online labor platforms (e.g. Upwork Inc.)
- Conduct interviews with Upwork participants, analyze qualitative data from transcribed worker interviews, provide key insights into emerging labor trends

**ADDITIONAL EXPERIENCE:**

---

**Hostess, Agricola Eatery, Princeton, NJ** **Jun–Aug 2023**

**Server, TGI Fridays Restaurant, Princeton, NJ** **Mar–Aug 2022**

**SKILLS:**

---

- Chinese (Advanced); Microsoft Suite (Proficient)

