

William Liu

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EDUCATION

Pasadena City College

Associate of Science in Business Administration

Pasadena, CA

Graduation Date: Jun 2027

WORK EXPERIENCE

Parklane Dental

Administrative Assistant

Temple City, CA

Apr 2025 - Present

- Implemented digital probing systems and automated scheduling tools, expediting clerical processing by 20% and streamlining appointment coordination for over 1,500 weekly client interactions. Oversaw calendar management, front desk reception duties, and internal office procedures, reducing manual workload and improving daily workflow efficiency.
- Managed social media content across Instagram, Facebook, and LinkedIn, leading to a 50% increase in followers and a 30% rise in engagement metrics. Coordinated posts with campaign timelines and generated performance reports to refine content strategy and support monthly marketing reviews.
- Organized and maintained accurate records for over 20,000 clients with zero data inaccuracies. Ensured full HIPAA compliance and supported internal audits by providing timely access to records. Assisted in preparing administrative reports and documentation for senior staff and external agencies.

Brian Y. Kuo DDS Corp.

Dental Assistant

Arcadia, CA

May 2024 - Feb 2025

- Facilitated chairside procedures for over 150 patients monthly across diverse specialties such as periodontics, prosthodontics, and cosmetic dentistry, ensuring 100% compliance with OSHA regulations and HEPA standards to maintain a safe clinical environment.
- Optimized sterilization protocols and instrument processing workflows, achieving a 15% reduction in turnaround time while enhancing patient throughput by 20%, thereby improving operational efficiency.

PROJECT EXPERIENCE

Brian Y. Kuo DDS Corp.

Increasing Website Traffic

Arcadia, CA

May 2024 - Apr 2025

- Developed and executed a comprehensive content calendar, increasing engagement by 35% and boosting average session duration from 2.5 to 4 minutes.
- Analyzed site performance, identifying underperforming pages and making on-page improvements, increasing click-through rate from 2% to 5%.
- Optimized SEO strategies, achieving a 60% improvement in click-through rates on targeted pages within three months.

SKILLS & INTERESTS

Skills: Microsoft Office (Excel, Word, PowerPoint), Dentrix, Patterson Eaglesoft, SEO Optimization & Google Analytics, AI-powered tools (RevenueWell, Marketing Automation Software), Basic First Aid, Customer Service Excellence, Team Collaboration & Communication, Conflict Resolution, Time Management & Multitasking, Adaptability & Problem Solving, Inventory Management & Stock Control, Coffee Preparation & Expertise, Sales & Upselling Techniques, Infection Control & Dental Charting.