

Michelle Liang

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EDUCATION

University of Southern California; Marshall School of Business, School of Cinematic Arts

Bachelor of Science in Business of Cinematic Arts; Minor in Applied Analytics

Los Angeles, CA

May 2022 (Expected)

Honors: USC Dean's Honors List, Alpha Lambda Delta Honor Society

PROFESSIONAL EXPERIENCE

Studio71, LP

Talent Partnerships Intern

Los Angeles, CA

January 2021 – Present

- Analyze 5,000+ prospect client and channel statistics monthly and compile potential client contact lists to assist talent managers in talent outreach, increasing company YouTube network impressions by 30M+ views each month
- Upkeep current & prospect client information and industry statistics using Salesforce to optimize talent team operations
- Collaborate with cross-functional intern departments to charter new company-hosted public event in partnerships with Studio71 talent and brand sponsors to generate company brand awareness; integrate targeted marketing strategies among digital entertainment industry members to attract 1,000+ interested attendees

The Xpertainment Group

Marketing and Business Development Intern

Los Angeles, CA

September 2020 – January 2021

- Served as team lead on client's startup project; collaborated with startup Founder on pitch decks to deliver end-to-end consumer marketing processes from conceptualization to execution, increasing client website SEO by 120%
- Generated competitive market analysis by manipulating relevant data (industry trends, consumer insights, competitive assessment, and product comparison) on Tableau to develop product positioning and strategic marketing integration
- Evaluated past campaign performances to execute new social media and marketing techniques, such as developing content strategies (podcast, blog post, etc.), that would improve Xpertainment's upper-funnel brand awareness

The H Collective Film

Content Development Intern

Los Angeles, CA

January 2020 – April 2020

- Restructured filing of 200+ script inventories and drafted coverages to increase Development Department efficiency
- Conducted factual research and offered creative inputs for script revisions during weekly staff meetings
- Reported on industry trends in weekly newsletter to keep company executives updated on relevant current events
- Researched and pitched upcoming talent (directors, writers, actors) from USC and film festivals with relevant evidence of qualification that best aligned with the company's interests to company executives for casting considerations

LEADERSHIP EXPERIENCE & CAMPUS INVOLVEMENT

USC Alumni Association: Society 53

Student Ambassador; Resume Workshop Committee Lead

Los Angeles, CA

April 2020 - Present

- Serve as lead host & moderator for 4+ student and alumni networking events, including Scend offs and Scuppers
- Orchestrated programming and marketing of Resume Workshop in partnership with on-campus organizations for 2,500+ Student Alumni Society members and alumni each semester
- Regularly communicate with Executive Board, other S53 members, alumni, and students to keep parties informed of event logistics; maintain relationship with alumni to address concerns and with students to provide networking assistance

USC Alpha Phi Omega Service Organization

Co-Director of Recruitment

Los Angeles, CA

December 2020 – February 2021

- Spearheaded the planning and execution of a 3-week recruitment initiative, featuring 14 events, in collaboration with other executive officers; integrated outreach strategies and hosted information sessions to attract 90+ potential recruits
- Appointed as primary communication liaison between recruits and 55+ current members; computed integrative metrics of recruitment performance using Google Spreadsheet
- Revamped organization's traditional recruitment process to strengthen objectivity and adaptability to an online setting

Trojan Youth Soccer League

Lead Soccer Coach

Los Angeles, CA

August 2018 – March 2020

- Taught local underprivileged elementary/middle school students the basics of soccer, teamwork, and sportsmanship while promoting the value of health and wellness through leading weekly customized practices and competitive games

SKILLS & INTERESTS

Skills: Microsoft Office, Google Suite, Adobe CC, Figma, Tableau, SQL, Python, SPSS, Google Analytics, Mandarin

Activities: Marshall Women's Leadership Board, Marshall Entertainment Association, BT Hip Hop, Sigma Phi Omega

Interests: Penguins, Poker, Drumming, Photography, Soccer, Volleyball, Backpacking, Romcom, Sad Movies