

COLLINS WONG

Marketing Analyst

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EXPERIENCE

UI/UX Designer 10/2022 - Present

CareerFoundry

- Create low to high fidelity wireframes
- Design multiple responsive apps for iOS/Android/Desktop platforms
- Research user goals and frustrations with interviews and surveys
- Present findings with user personas, user flows, SWOT analysis
- Utilize prototypes and A/B testing to test apps
- Iterate apps and designs based on user testing/feedback
- Experience in an agile environment
- Create a portfolio website using frontend development skills - HTML, CSS, JavaScript

Marketing Analyst 10/2021 - 09/2023

OEC Group Cerritos, CA

- Conducted in-depth market research and analysis to identify trends and opportunities, creating successful launch of campaigns to expand the prospect pipeline by 20%
- Proactively monitored industry news and competitive market to present insights, facilitating informed decision-making and strategic planning
- Collaborated with cross-functional teams including IT, to create dynamic dashboards on Power BI for improved data visualization
- Created comprehensive reports to analyze performance of the company and competitors to help make data-driven decisions
- Designed and developed engaging PowerPoints and brochures to present to clients and the team
- Produced informative training videos for new sales/marketing members, streamlining the onboarding process by 30%
- Utilized data visualization techniques to craft comprehensive charts and tables to present critical data points to management and clients
- Managed and created 75% new dashboards on the CRM platform to track and analyze sales performance metrics

Marketing/Sales 02/2021 - 10/2021

American Opto Plus Pomona, CA

- Collaborated closely with the manager to provide data sheets, quotes, and product information to clients. Ensured that the product aligned with the client's needs and requirements
- Proofread all data sheets and ensure accuracy when presenting product information to clients
- Maintained strong relationships with our factories and coordinated with them to ensure the quality standards and timely delivery of the products

Marketing 08/2020 - 01/2021

StandUp For Kids Orange County, CA

- Produced engaging social media content to increase organization visibility
- Promoted the organization through multimedia formats, including videos, posters, and brochures
- Improved organization awareness and message within the community
- Monitored the developments with the city of Anaheim and formed relationships with council members to collaborate on projects to support the organization's missions and goals

EDUCATION

B.A. in Psychology 08/2016 - 01/2021

California State University, Fullerton

LANGUAGES

English

Mandarin

Cantonese

SKILLS

A/B Testing · Agile Methodologies ·
Canva · CRM · CSS · Data Visualization ·
Data Analytics · Figma · Github · HTML ·
JavaScript · Market Research ·
Microsoft Excel · Microsoft PowerPoint ·
MS Office · Mockups · Pivot Tables ·
Power BI · Prototyping ·
R (Programming Language) · Reports ·
SEO · Sketch · SQL · Tableau ·
UI/UX Design · User Personas ·
Video Editing · Visual Studio Code ·
Vlookup · Wireframes · Zoominfo

WEBSITES

- + <https://www.behance.net/collinswong>
- + <https://collinswong.github.io/Portfolio-Site--Collins-Wong-/>

CERTIFICATIONS

Google Digital Marketing
Google - (In Progress)

Google Data Analytics
Google

User Interface Design
CareerFoundry