

DANIEL WANG

CONTACT

612-819-8878

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daniel-wang-ux.github.io/portfolio

SKILLS

Visual

Photoshop

Illustrator

InDesign

Premiere Pro

Analytics

Facebook Ads Manager

Google Ads

Google Analytics 4

Microsoft Excel

Bionic Advertising Systems

MRI-Simmons Insights

Design

Figma

FigJam

Development

HTML

CSS

EDUCATION

UNIVERSITY OF MINNESOTA

Strategic Communication Major

Cumulative GPA: 3.667

2021 - Present

GUSTAVUS ADOLPHUS COLLEGE

2018 - 2021

EXPERIENCE

BOBCAT | MINNEAPOLIS, MN

Marketing Co-op

Feb 2022 - Aug 2022

- Communicated with vendors to collect clicks, impressions, and conversions for Bobcat's media spend on traditional media (Magazines, Print, TV, Billboards)
- Sent RFPs to vendors with Bionic for media buys
- Analyzed and presented the performance of Bobcat's traditional media ads that guided future ad spend
- Gathered market research on equestrian sports for a media campaign on targeting horse owners
- Created a new marketing campaign flowchart that improved organizational structure and helped provide clarity of team member's roles
- Presented an analysis on Bobcat's younger consumers to drive more sales and brand promotion opportunities

NATIONAL STUDENT ADVERTISING COMPETITION

Sep 2021 - Feb 2022

- Helped produce a creative brief and SMP for Meta's VR headset — "Connection is immediate with Meta Quest 2", that resulted in our team placing 5th across the nation
- Gathered research on the target audience by conducting interviews and analyzing their responses for insights