

DANIEL WANG

CONTACT

612-819-8878

danielwang1153@gmail.com

daniel-wang-ux.github.io/portfolio

SKILLS

Visual

Photoshop

Illustrator

InDesign

Premiere Pro

Analytics

Facebook Ads Manager

Google Ads

Google Analytics 4

Microsoft Excel

MRI-Simmons Insights

Design

Figma

Figma

Development

HTML/CSS

Java

EDUCATION

UNIVERSITY OF MINNESOTA

Strategic Communication Major

Cumulative GPA: 3.667

2021 - Present

GUSTAVUS ADOLPHUS COLLEGE

2018 - 2021

EXPERIENCE

GALLANT BRANDING | AUSTIN, TX

Intern

Jan 2023 - Present

- Collected the best reviews for People's Rx's website to help provide customers with a positive impression on the pharmacy

BOBCAT | MINNEAPOLIS, MN

Marketing Co-op

Feb 2022 - Aug 2022

- Analyzed and presented the performance of Bobcat's media ads that guided future ad spend
- Proof-checked and fixed site links on the XML sitemap for Bobcat's new website launch
- Created a new marketing campaign flowchart that improved organizational structure and helped provide clarity of team member's roles
- Presented an analysis of 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