

# John Tang

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## SKILLS

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- Bilingual: English, Teo Chow
- Hootsuite, Adobe Lightroom Classic, Social Media Marketing, Canva, Leadership, Organized,

## EDUCATION

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**Bachelor of Science:** Business Marketing  
*San Jose State University - GPA 3.46*

Graduated 05/20

## ACADEMIC PROJECTS

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### Integrated Marketing Communication Project - Lead Marketer

01/2020 - 05/2020

- Coordinated a marketing campaign and successfully led a 6-person team.
- Created video marketing, magazine advertisements, and billboards using Canva.
- Used analytics to execute marketing strategies based on past consumer behavior trends.
- Deployed social media advertisements using Hootsuite to operate Instagram, Facebook, Twitter, and Pinterest.

### Marketing Strategies Bike Developer Simulation - Lead Researcher

08/2019 - 12/2019

- Allocated funds over 2 fiscal years to build a corporate bike company that competed for majority market share against 10 teams.
- Collected consumer data from continents that we had storefronts to effectively advertise our product.
- Designed prototypes and invested into R&D early to gain a competitive advantage over the remaining quarters.

### Raft Partnership for K-12 Learning - Prototyper

01/2020 - 05/2020

- Developed hands-on activities to assist K-8 graders learn effectively during COVID-19.
- Led the 8-person cohort in delivering a compelling product pitch to the RAFT leadership team.
- Conducted phone interviews with parents, teachers using a standardized questionnaire delivered over Google Forms.
- Grasped a bigger understanding of group demographics and its effect on technological literacy.

## WORK EXPERIENCE

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### Manager

10/2019 - 03/2020

HeyPot - *San Jose, Ca*

- Contracted for TV advertisement on the local vietnamese channel and posters in the storefront to attract a new target market.
- Assisted with the photography used in our in-store menu, social media apps, and 3rd party delivery platforms such as DoorDash.
- Employing and conditioning 20+ employees to maintain a culture where teamwork is a priority

### Founder

01/2019 - 07/2019

ImpactMealPrep - *San Jose, Ca*

- Implemented marketing tactics (Raffles, Social Media Influencers, & Giveaways) to build brand engagement
- Used Adobe Lightroom Classic to make edits to the final product pictures.
- Conducted target market research to build relevant menus to meet customer demands increasing customer retention by 60%

### Lead Server

05/2016 - 01/2019

Q Pot Korean BBQ & Hot Pot - *San Jose, Ca*

- Onboarded 10 new employees in two months, demonstrating the ability to lead, inspire and train employees.
- Generated an average of \$3000 in sales daily and was promoted to lead server in four months.