Mei Chang

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Expertise in analyzing start-up companies and focus mainly on Biotech industry, in organizing large scale events and researching/collecting company's data. Expertise in:

- Communication (Trilingual)
- Consulting
- Marketing
- Project Management (MS Project)
- Financial analysis
- Teaching

- Team leader
- Research skills
- Technology skills: Microsoft Project, Microsoft words, Excel, PowerPoint

EDUCATION

University of California, Irvine, CA   **06/2019**
Paul Merage School of Business and Ayala School of Biological Sciences
- Master of Science in Biotechnology Management

East Los Angeles College, Los Angeles, CA   **2015-2016**
- Associate Degree in Natural Science
- Dean's Honor List 2016; President's Honor Award 2016

University of California, Irvine, CA   **09/2014**
Ayala School of Biological Sciences
- Bachelor of Science: Biological Science / Minor: Management
- Dean's Honor List 2014; Honor Society, 2014-2015

BUSINESS EXPERIENCES

Pathnostics, Irvine, CA   **06/2020 – 05/2021**
Digital Marketing
- Develop, implement and adopt social media strategy
- Assist with planning and execution of paid ad campaigns from conception to creation, optimization, and analysis
- Identify and monitor KPIs to measure the effectiveness of Pathnostics' marketing strategy and initiatives
- Manage and oversee social media content on platforms such as Facebook, Instagram, LinkedIn, etc.
- Measure the effectiveness of social media marketing campaigns through Google Analytics
- Leverage digital marketing tools including core operational software, website, CRM, social media and communication tools (e.g. Mail Chimp)
- Maintain current knowledge of industry-specific trends and competitors
- Collaborate cross-functionally with Marketing, Sales, Clinical Services, and Product Development teams
- Assist with Product Management responsibilities as assigned
- Monitor SEO and user engagement and suggest content optimization
- Propose and coordinate new web projects (such as design new webpages using WordPress, brochure, posters, etc) in conjunction with product releases and updates to current offerings

Pathnostics, Irvine, CA   **12/2019 – 06/2020**
Market Research Analyst/ Digital
- Identifies and defines the objective of an assigned marketing research project; determines the best methods to use to meet those objectives.
- Researches and compiles data related to current product market, customer demographics and interest, and factors influencing product demand; analyzes results to identify ways of maximizing sales and market penetration of current products.
- Compiles data related to competitors' products such as pricing, technology, license, partners and marketing or distribution methodology.
- Summarizes and analyzes data; makes recommendations related to research findings

- Reports findings, creates a business case using visual representations of data and written text explaining complex findings
- Identifies potential new products or markets through research
- Forecasts and tracks industry marketing and sales trends based on collected data.
- Delivers reports and presentations of findings to the Chief Marketing Officer
- As part of the new project, currently performing digital marketing using social media platforms and MailChimp by designing the relevant posts and periodically uploading information to reach more potential customers.
- Have also designed an app using Microsoft Power apps to assist Sale team by making sure they have all the information they need anywhere they go.

KOA, Irvine, CA   **02/2019- 11/2019**
Consultant/Project Manager
- Assist in Upstream Market research and collect data to figure out the right market for a new medical device
- Support Project Manager and CEO in keeping a medical device Project Operating Plan up-to-date by actively participate in biweekly meetings with team members.
- Participate in partnering strategy discussions, both internal and external.
- Develop and expand relationships with external and internal partners.
- Active involvement in analyzing new medical device projects to bring in by using score card.
- Support development of the Project Financial Model, Revenue Model, and Design Reviews.
- Initiate and maintain the Design History File, schedule and organize Design Review Phase Gates.
- Create Gantt Chart by using Microsoft Project to organize and monitor Project Schedule Progress
- Involve in prescreening and decision process to bring in new potential projects and joint venture partners.

Fulgent Genetics   **Winter 2019**
Consultant/Marketing
- Assisted a Biotechnology Company in identify market trends to capitalize on possible sources of competitive advantages
- Help them find the best way to position themselves for genetic sequencing services and maximize profit by providing competitor analysis and SWOT analysis.
- Identify target markets and potential buyers by providing action plan.
- Works as a liaison to inform all the information to both parties such as monitoring and responding to emails, scheduling and calendaring meetings, etc.
- Used MS Project to make sure team members finished the tasks within limited time.

K5 Ventures, Irvine, CA   **Summer 2018**
Tech Coast Angels Associate Intern
- Supported Angel Investors by doing due diligence efforts for prospective investments including: reviewing and analyzing business plans, performing market and competitive analysis, analyzing financial models.
- Lead a team to make sure that projects are finish on time and efficiently
- Organized a successful Face-to-Face event of approximately 150 attendees and facilitated the networking between investors and start-up companies to fulfill financing supply and demand

University of California, Irvine, CA   **Spring 2018**
New Venture Competition (Marketing/Business Development)
- Researching existing market conditions for the feasibility of deploying an innovative new medical device
- Designing and conducting surveys to gather critical data on potential clients and other avenues for product distribution

Diorama-museum of Bhagavad-gita   **Winter 2018**
Student Project Management Consultant
- Collaborated with a local Los Angeles firm to develop marketing strategies aimed at improving low sales
- Conducted market research and identified a new and viable target demographic, for firm to direct its advertising
- Recommended marketing strategies to implement for reaching out to this new target demographic
- Developed relationships between the client and potential customers by setting up in-person interviews and virtual reality tours of the business site to attract customers' interest, thereby resulting in increased sales

- Used MS Excel and MS Project to keep track of project status and making sure the project is on right track and finish within limited time.

LIFE SCIENCE EXPERIENCES

Health Policy Research Institute (HPRI): University of California, Irvine, CA
Administrative Assistant **Summer 2014**
- Assisted with Institutional Review Board (IRB) protocol modifications, maintained confidential patient records, and performed administrative duties for new patient enrollment
- Ensured that volunteers adhered to IRB protocols and research guidelines as well as proper safety protocols at Hoag and UCI medical center

University of California, Irvine, CA
Undergraduate Researcher in Diabetes **09/2012 – 06/2014**
- Recognized at Undergraduate Research Opportunities Program (UROP) Symposium, 2013 and 2014, for the contributions to diabetes healthcare research
- Developed a tracking system which identified patient "red flags", such as critical blood sugar and cholesterol levels, in order to select appropriate patients for follow-up observation
- Analyzed the barriers that prevent underserved patients from realizing the full benefit of medical therapies and proposed solutions to overcome these obstacles

University of California, Irvine, CA **01/2012 – 09/2012**
Undergraduate Researcher in Evolution
- Studied the effects of environmental changes on the lifespan of Drosophila, "fruit flies" by segregating male and female specimens and by analyzing Drosophila egg samples using Image-J software

SKILLS

Language: Mandarin, Burmese, English
Technology: Microsoft Word, Excel, PowerPoint, Microsoft Project, ImageJ, Google Drive, TreeAge
Certificates: CPR Certification (American Red Cross Association, 2015); Collaborative Institutional Training Initiative (CITI-human subject research); Pre-dental certificates from UCLA