

# Ivy Kang

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## EDUCATION

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**University of California, Los Angeles**  
*Bachelor of Arts in Business Economics*

Los Angeles, CA  
*Graduation: Expected 2023*

- *Academics:* Cumulative GPA: 3.77, ACT Composite: 35

## PROFESSIONAL EXPERIENCE

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**Emoty AI (Tech startup)**  
*Marketing Intern*

Los Angeles, CA  
*Mar 2020 - present*

- Design, write and edit creative and compelling promotional materials such as brochures, articles, social media posts, and presentations collaborating with other team members
- Analyze major campaigns using Google analytics to help improve internal reporting mechanisms
- Monitor website and brainstorm user interface and user experience content ideas

**Sand Cloud**  
*Campus Ambassador*

Los Angeles, CA  
*Feb 2020 - present*

- Promote eco-friendly products on campus through developing creative content that represents the brand and advertising on various social media platforms including Instagram, Facebook and Tiktok.
- Survey trends and popularity of sales to propose new ideas for prototypes and upcoming products

**Designworks, A BMW Group Company**  
*Marketing Communications Intern*

Shanghai, China  
*Jun 2018 - Jan 2019*

- Spearheaded the launch of WeChat Official accounts as a platform for marketing in China, gaining 200 followers in the first week and followers continued to increase over the internship
- Orchestrated the BMW Designworks WeChat Official account, including writing, translating, editing and formatting 20 articles that align with brand guidelines
- Revitalized the creative social event, Design Crunch #3, an initiative in which workers and companies talk about designs and ideas to spur innovation, to attract more startup companies and individuals

## LEADERSHIP & ACTIVITIES

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**ARC Design**  
*Co-founder*

Beijing, China  
*Jul 2017 - Jul 2019*

- Founded ARC, a non-profit organization that tries to enrich communities by offering free designs
- Managed clients including Harvard Graduate School of Education, University of Chicago Center in Beijing, Essence Learning, Concord New Energy, and Green Harbor Renewable Energy
- Collaborated with University of Chicago Center to design a program and flyer for their music performance "Tasting Strings" to attract 60+ guests

**Dulwich College Beijing**  
*Art Prefect*

Beijing, China  
*Dec 2017 - Dec 2018*

- Successfully designed UI/UX for reserving rooms in school, with over 500 users, ensuring it is user friendly
- Mobilized 200 students to lobby for a change in blueprint for the new art rooms to be in a different location that would not hinder the creation of art. Debated change with headmaster and art teachers

**Top Club Awards**  
*First place*

Beijing, China  
*Nov 2018*

- Attained 1<sup>st</sup> place as ARC in the category of innovation earning RMB 30,000 (USD 4,300) competing in the national competition with over 600 clubs
- Featured by C-ETV (Chinese Education TV) in a special episode on Chinese high school student initiatives and their goals for the future

## ADDITIONAL

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**Skills:** Adobe Photoshop, Medibang Paint Pro, Mailchimp, Microsoft Suite (Word, PowerPoint, Excel, Outlook)

**Languages:** Mandarin (Native), English (Native), French (Beginner), Japanese (Introductory)

**Interests:** Involved in UCLA Kyodo Taiko & UCLA Club Badminton, Avid Esports fan, Behance boards, Grapefruits