

Sitong Wang

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EDUCATION

University of Wisconsin-Madison | Madison, WI

May 2028

Bachelor of Business Administration: **Information System, Marketing** | GPA: **3.91/4.00**

Relevant Coursework: Operational & Technology Management, Marketing, Supply Chain

WORK EXPERIENCE

IntelliPro Group • Silicon Valley (Remote)

September 2025 – Present

Marketing & Business Development Intern

- Built and codified a unified Marketing Operations Handbook and SOPs, standardizing briefs, creative asset specs, and post-campaign reviews to **cut onboarding ramp time by 30%**.
- **Coordinated event marketing deliverables** (agenda posters, speaker sheets) across BD, Ops, and Design teams, ensuring all assets met brand guidelines and launched on schedule for 3+ partner events.
- Designed and A/B tested branded internal visuals to enhance corporate identity and engagement, achieving **35+ downloads and active adoption** company-wide.
- Created and maintained a prospect database identifying key decision-makers across target industries, and led LinkedIn outreach campaigns that **generated 200+ new qualified leads** for business development.

GlobalFoundries • Shanghai, China

May 2025 – August 2025

Account Manager & Marketing Intern | **Passionate** about **semiconductor B2B** marketing

- Spearheaded Multi-Project Wafer (MPW) coordination across **3 regional channel partners**, hosting **5+ follow-ups** per cycle and consolidating reports that improved transparency and cut project delays by **15%**.
- Facilitated **20+ cross-functional syncs** (QBRs, sales reviews, and customer sessions), translating engineering feedback into **actionable sales insights**, accelerating issue resolution by 20%.
- Represented GF at ICDIA Expo to **identify 8–9 new semiconductor prospects** and secure 4 qualified evaluations, expanding the B2B pipeline through **targeted market analysis**.
- Drove wafer pricing proposals and CSR operations for **20+ SKUs**, integrating inputs across sales, logistics, and finance, and enhancing efficiency in quotation, RMA, and fab operations.

Sleepless Hamster • Madison, WI

February 2024 – Present

Founder | D2C E-Commerce Brand (RedNote Platform)

- Founded and scaled a Gen-Z-focused pet-care brand on **RedNote**, achieving **¥110,000 RMB (\$15.3K)** in revenue, **16K+ engagements**, and **1.8K followers**.
- Implemented **AI-powered automation workflows** (chatbots, template libraries) to reduce service response time and cut overhead **by 40%**.
- Developed **segmentation strategies** by analyzing weekly sales velocity, click-through rates, and customer feedback; optimized 3 SKUs and boosted conversion **by 25%**.
- Negotiated contracts with **4 OEM suppliers** and oversaw supply chain integration, aligning pricing and inventory to maintain lean operations.

LEADERSHIP EXPERIENCE

CUSA (Chinese Undergraduate Student Association) • Madison, WI

September 2024 – Present

Chair of Promotion Department

- Directed a 20-member promotion team for **Freshman Cruise Welcome Event**, increasing participation **475%** (40→230) through **audience-targeted storytelling** on Rednote.
- Monitored read counts, saves, and feedback through Rednote analytics dashboards, tracking trends in **Excel** to refine content direction and boost average article **views to 2K+**.
- Partnered with 6+ local restaurants and student-focused businesses, strengthening **community relations** and **offsetting event costs** through **effective relationship management**.

SKILLS & TOOLS

- **CRM System:** Microsoft Dynamics 365 (hands-on), transferable to Hubspot, Salesforce
- **Analytics & Automation:** Excel (pivot tables), Chatbot workflows, KPI reporting, Data clean-up & migration
- **Programming & Databases:** Python (data analysis), SQL (MySQL, DBeaver)
- **Digital Marketing:** TikTok & RedNotes campaigns, Content analytics, Social media optimization