

AGNES CHUNG

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EXPERIENCE

Social Media Specialist

Nov 2015 – present

Renesas Electronics – Santa Clara, CA

- Executed social media marketing program and empowered the social channel as a primary marketing medium within the company.
- Used social monitoring and management platforms to track and analyze performances according to KPIs.
 - Tested and pushed out new strategies to increase the effectiveness of program.
 - Used data-driven marketing to identify patterns and adapt existing program or create new ones.
- Adapted social strategy to support different lifecycles for 5-8 campaigns, in order to maximize ROI.

Digital Marketing Intern

June 2015 – Sept 2015

Renesas Electronics – Santa Clara, CA

- Assisted with multi-channel digital marketing (SEO, SEM, Social, and email nurtures) to optimize performance for 5-8 different campaigns at once.
- Found and led a creative refresh project for all company social media accounts.
 - Generated 25% growth in follower acquisition by doubling output and adapting overall look and feel of company pages to industry trends.
- Worked cross-functionally with internal departments and externally with vendors to maximize collaboration in support of objectives.
- Proved my effectiveness and converted to Social Media Specialist after internship ended.

Research Assistant

Sept 2015 – Dec 2015

The Paul Merage School of Business – Irvine, CA

- Created a marketing campaign for Professor Peter Navarro as he prepared for the launching of his new book and documentary.
 - Increased effectiveness of the campaign by 400% according to KPIs.

Marketing Intern

June 2014 – Aug 2014

UNU Electronics / Maxboost Power – Union City, CA

- Researched and executed strategies for brand development.
- Coordinated social media events and improved customer service and support.

Student Assistant

March 2014 – June 2015

UC Irvine Cancer Research Institute – Irvine, CA

- Assisted in administrative and clerical duties for the research team.

SKILLS

- | | |
|---------------------|--|
| • <i>Technical:</i> | Microsoft Office (Powerpoint, Excel, Word, Visio), Google Drive, HTML, CSS |
| • <i>Platforms:</i> | Sprout Social, Curata, Hootsuite, Domo, Trackmaven, Google Analytics |

EDUCATION

B.A. Business Administration

Sept 2013 – June 2016

University of California, Irvine

GPA: 3.5

Dean's Honor List

Fall 2013, Winter 2014, Winter 2015, Fall 2015