

amy ting

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COURSEWORK

- Product Marketing & Management
- Product Promotion & Brand Management
- Design of Everyday Things
- Prototyping: User Experiences
- Exploring Tourism: The “4 Ss” – Sun, Sea, Sand, and Sex
- Marketing Skills in the 21st Century
- Sci-Fi, Dark Comedy, Horror for Speculative Design
- Culture & Society: International Perspective
- Introduction to Communication

SKILLS

Adobe Creative Suite

- Illustrator | Expert
- Photoshop CC | Intermediate
- InDesign | Advanced
- Lightroom | Intermediate
- Premiere | Intermediate
- After Effects | Basic

Microsoft Office

- Word | Expert
- Powerpoint | Expert
- Excel | Intermediate
- Publisher | Advanced

Languages

- English | Fluent
- Mandarin | Conversant

INTERESTS

- Costume & prop design
- Avant garde makeup
- Movies, film, & photography
- Cultural traditions
- Concerts & musicals

EDUCATION

University of California, San Diego

B.A. International Studies – International Business

La Jolla, CA

Sept. 2016 – Present

B.A. Cognitive Science

- Minor: Design
- Activities: Delta Sigma Pi – Omicron Sigma, Chinese American Student Association (CASA), American Advertising Federation: AdWave
- UCEAP Study Abroad: Maastricht University

EXPERIENCE

Associated Students – UC San Diego

La Jolla, CA

Public Relations Coordinator

Apr. 2017 – Present

- Develop, write, and manage social media campaigns for Triton Outfitters, Associated Students, and campus events.
- Produce the Associated Students biweekly newsletter for distribution to the undergraduate population.
- Created a two-part campaign for the schoolwide election, to seek candidates and encourage voting with social media, experiential, and print aspects.

AdWave (AAF) at UC San Diego

La Jolla, CA

Creative Director

Oct. 2018 – Present

- Conceptualize advertising content for the marketing plan to shift public perceptions of the client's products.
- Write creative briefs involving advertisements for TV, experiences, audio, and social media adhering to our defined campaign tone, theme, and slogan.
- Lead the creative team in idea conceptualization by encouraging collaboration, giving strategic guidance, and expanding concepts.

Team One

Playa Vista, CA

Strategy Planning Intern

Jun. 2018 – Aug. 2018

- Created a client facing biweekly news roundup of relevant travel, industry, and competitor information.
- Generated a strategic plan and creative brief to reposition the client, Expedia.
- Researched and analyzed audience and industry responses and trends through social media listening to help conceptualize a campaign for a RFP.

Delta Sigma Pi – Omicron Sigma Chapter

La Jolla, CA

VP Marketing, Marketing Committee

Nov. 2015 – Nov. 2016

- Produced a campus-wide marketing campaign through print and social media marketing, resulting in a 23% boost in recruitment attendance.
- Designed marketing and promotional materials (flyers, brochure, campaign logo) through Adobe Creative Suite programs (Photoshop, Illustrator, InDesign).
- Developed new strategies to revitalize social media accounts (Facebook, Instagram, ucsddsp.com) and increase viewer engagements.