

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
- Photoshop CC
- InDesign
- Lightroom
- Premiere
- After Effects

Microsoft Office

- Word
- Powerpoint
- Excel
- Publisher

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. 2015 – Present

B.A. Cognitive Science

- Minor: Design
- Certificate: Art, Design, Technology & Innovation
- 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.

American Advertising Federation: UCSD (AdWave)

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

Vice President of Marketing

Jun. 2016 – 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.