

# amyting

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## SKILLS

### Adobe Creative Suite

- Illustrator
- InDesign
- Photoshop
- Lightroom
- Premiere
- After Effects

### Languages

- English | Fluent
- Mandarin | Conversant

### Others

- Microsoft Office Suite
- Google Analytics
- Social media listening
- WordPress
- Apple Keynote
- Box
- Airtable

## INTERESTS

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

## EXPERIENCE

### Decoded Advertising

*Brand Coordinator*

Culver City, CA  
Nov. 2020 – Present

- Develop briefs that translate client needs and identify possible opportunities as guided by the current strategic learning plan.
- Write thought starters about the client's work and general brand opportunities by gauging relevant cultural trends and extracting insights from research.
- Established a new internal newsletter analyzing client's brand news, competitor analysis, and industry landscape via research, Google Alerts, and social listening. The efficacy of the newsletter led to its adoption across multiple accounts.

### The Walt Disney Company

*Strategic Planning & Communications Undergrad Associate*

Burbank, CA

Jun. 2019 – Jan. 2020

- Managed the internal communication websites through content auditing, metrics analysis, and creation of new employee engagement strategies.
- Implemented a new strategy to include and engage Disney's thousands of international employees in business objectives.
- Lead the production and development of a global internal newsletter through executive stakeholder management and cross-team coordination.

### A.S. Graphic Studio

*Public Relations Coordinator*

La Jolla, CA

Apr. 2017–Jun. 2019

- Developed, wrote, and managed social media campaigns for the student council, campus events, concerts, and various campus brand entities.
- Ideated and constructed a ~200 sq. ft interactive art installation room as part of a celebratory gallery based on Graphic Studio's projects, history, and brand identity.
- Created a two-part campaign for the schoolwide election, to recruit candidates and increase voter turnout with social media, experiential, and print aspects.

### Team One

*Strategy Planning Intern*

Playa Vista, CA

Jun. 2018 – Aug. 2018

- Created a client facing biweekly news roundup of relevant travel, industry, and competitor information and analysis.
- 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 conceptualize a campaign for a RFP.

## EDUCATION

### University of California, San Diego

*B.A. Cognitive Science*

La Jolla, CA

Sept. 2015 – Jun. 2019

*B.A. International Business*

- **Minor:** Design
- **Certificate:** Art, Design, Technology & Innovation
- **Activities:** American Advertising Federation: AdWave, Delta Sigma Pi, Chinese American Student Association (CASA)
- **UCEAP Study Abroad:** Maastricht University