

amyting

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COURSEWORK

- Product Marketing & Management
- Product Promotion & Brand Management
- Design of Everyday Things
- Prototyping: User Experiences
- Exploring Tourism: The “4 S’s” – Sun, Sea, Sand, and Sex
- Marketing Skills in the 21st Century
- Introduction to Communication

AWARDS

Future Business Leaders of America (FBLA)

- Digital Design & Promotion | 2015
1st Place, Troy Chapter
- Desktop Publishing | 2014
1st Place, CA State
- Marketing | 2014
2nd Place, CA Southern Sectionals

SKILLS

Adobe Creative Suite

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

Microsoft Office

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

Languages

- English | Fluent
- Mandarin Chinese | Fluent

Others

- Autodesk Sketchbook
- Mischief (drawing software)
- Lucidchart Diagrams
- Public Speaking

INTERESTS

- Costume & prop design
- Film, photography & editing
- Cultural traditions
- Concerts & musicals

EDUCATION

University of California, San Diego

La Jolla, CA

B.A. International Studies – International Business

Sept. 2015 – Present

B.A. Cognitive Science

- Minor: Design
- Activities: Delta Sigma Pi, Chinese American Student Association (CASA), American Advertising Federation: AdWave

EXPERIENCE

Associated Students Graphic Studio – UC San Diego

La Jolla, CA

Public Relations Coordinator

Apr. 2017 – Present

- Formulate and manage social media campaigns for Triton Outfitters, campus events, and student activities.
- Create graphics and copy to produce the Associated Students newsletter sent through Constant Contact, an email marketing software.
- Oversee creative art direction of multiple in-house and client projects.

AdWave at UC San Diego

La Jolla, CA

Creative Intern

Oct. 2016 – Jun. 2017

- Envisioned creative marketing and advertising content for the marketing plan to promote the client's brand awareness.
- Collaborated with the Strategy team to ensure that the creative content generated is aligned with the market strategy and moving toward our marketing goals.
- Created a casebook for the National Student Advertising Competition client.

Delta Sigma Pi – Omicron Sigma Chapter

La Jolla, CA

VP Marketing, Marketing Committee

Nov. 2015 – Nov. 2016

- Produced a campus-wide marketing campaign using a variety of promotional materials 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) to increase viewer engagements.

TACL LID Camp

Rosemead, CA

Development Team – Marketing, Volunteer

Aug. 2015 – Sept. 2016

- Developed a summer camp program for 10 – 18 year olds that focuses on leadership training, personal development, teamwork, and Taiwanese culture.
- Consulted and designed informational website, flyers, newspaper ads, and various promotional materials (flyers, newspaper ad, shirts).
- Brainstormed and created a social media marketing campaign to increase reach to a wider audience.

4Head Literary Teen Magazine

Chino Hills, CA

Creative Director, Submissions Officer

Dec. 2011 – Jan. 2015

- Worked extensively with layout design, graphic design, desktop publishing, and theme conceptualization for publication at James S. Thalman library.
- Led a creation team to generate each magazine's theme, a redesign of the magazine's previous look, and increase the numbers of readers.
- Reached out to diverse teenage communities to seek out creative submissions to showcase innovation and imagination from talented young adults.