

amy ting

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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

INTERESTS

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

EXPERIENCE

The Walt Disney Company

Burbank, CA

Strategic Planning & Communications Undergrad Associate 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

La Jolla, CA

Public Relations Coordinator

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

Playa Vista, CA

Strategy Planning Intern

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.

American Advertising Federation: UCSD (AdWave)

La Jolla, CA

Creative Director

Oct. 2018 – Jun. 2019

- Conceptualized advertising content for the marketing plan to shift public perceptions and break industry expectations of the client's products.
- Wrote 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 the team's concepts.

EDUCATION

University of California, San Diego

La Jolla, CA

B.A. International Business

Sept. 2015 – Jun. 2019

B.A. Cognitive Science

- **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