

amyting

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EDUCATION

UC San Diego '19

B.A. International Business

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

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

INTERESTS

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

EXPERIENCE

The Walt Disney Company

Burbank, CA

Strategic Planning & Comms Undergraduate Associate

Jun. 2019 – Present

- Manage the Community Watch and Global Security websites, analyze their metrics, and curate content.
- Assist in various strategic initiatives for Global Security to manage and secure the Disney brand identity worldwide, including the integration of 21st Century Fox.
- Implemented a new strategy to incorporate Disney's 200,000 global employees, and was subsequently featured in a yearly report to the CEO.

Associated Students – UC San Diego

La Jolla, CA

Public Relations Coordinator

Apr. 2017 – Jun. 2019

- Developed, wrote, and managed social media campaigns for Triton Outfitters, Associated Students, and campus events.
- Produced 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.

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 help conceptualize a campaign for a RFP.

LEADERSHIP

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 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 concepts.

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.