

VINCENT T. WANG

2900 First Ave Apt S307 • Seattle, WA 98121
818-251-0307 • vintwang@gmail.com

EDUCATION

DUKE UNIVERSITY, The Fuqua School of Business <i>Master of Business Administration, Concentration in Market Analysis and Strategy</i> Runner-up team at the 2016 National Microsoft Business Innovation Challenge, VP of Marketing of Tech Club	Durham, NC 2018
UNIVERSITY OF CALIFORNIA, LOS ANGELES <i>Bachelor of Arts in Economics</i> Delta Sigma Pi Business Fraternity, Dean's Honors List, Minor in Film, Television, and Digital Media	Los Angeles, CA 2011

EXPERIENCE

MICROSOFT CORPORATION, Xbox Marketing <i>Product Marketing Manager, Xbox Game Pass</i> <ul style="list-style-type: none">Lead content marketing strategy and execution for third party games on Xbox Game Pass, directly supporting launch of titles across integrated marketing channels (social, CRM, in-product, web, and more)Spearheaded our first indie title showcase in collaboration with ID@Xbox; led the content planning and execution for the second episode, which resulted in positive sentiment up by 200% and views up by 34%Managed #GiveWithXbox charitable campaign, achieving \$1M donation goal and reaching 2.8M customersDeveloped marketing plans to leverage Xbox in-product surfaces to drive adoption of new Xbox Game Pass mobile app with no budget, surging past 50% customer awareness within 3 months of launchRedesigned process and marketing for Xbox Live Gold 'Free Play Days', optimizing efficiency in time spentPioneered membership lifecycle campaigns on the Xbox console interface for millions of subscribersManaged early customer experience for Xbox Game Pass Quests, a gamified engagement program forecast to help retain 10% of the active subscriber population	Seattle, WA 2018 – Present
<i>Product Marketing Manager Intern, Mixer</i> <ul style="list-style-type: none">Built business case and go-to-market strategy for Mixer livestreaming platform growth in Germany to grow monthly active users there by over 300%Evaluated total addressable market, segmented audience, and analyzed competitor landscape for GTMPiloted in-field consumer research initiative to generate key insights on live streaming viewershipDrove operations and brand ambassador training for Mixer's booth at Gamescom	2017
ELECTRONIC ARTS, Mobile Publishing <i>Business Analyst</i> <ul style="list-style-type: none">Improved forecast accuracy by 15% for Electronic Art's \$550M mobile portfolioStreamlined modeling and reporting activities to reduce time spent on these tasks by 95%Refined soft launch sales target methodology for top 15 grossing game Star Wars: Galaxy of HeroesEnhanced mobile publishing team's ability to monitor game studios' progress through a novel tracker	Playa Vista, CA 2013 – 2016
DISNEY INTERACTIVE, Business Insights <i>Business Intelligence Analyst</i> <ul style="list-style-type: none">Created analysis of Roku program that led to program launch, increasing annual revenue by \$500kPersuaded leaders to adopt website improvement that increased Disney.com store referrals by 20%Published internal insight reports into opportunities on YouTube, Xbox, and Disney Store for product teams	Glendale, CA 2013
HITACHI CONSULTING, Organization Change Management <i>Consultant, SAP Implementation & Business Intelligence Portal</i> <ul style="list-style-type: none">Managed communications with client leads to identify proposed solution's impact on affected teams; helped formulate communication team's training strategy and presented it to leadership	Los Angeles, CA 2011 – 2012

ADDITIONAL INFORMATION

- Volunteered with Taproots Foundation to help the St. Francis Center measure the success of its Family Well-Being Program
- Immersion in business and diversity through thought leadership and mentorship as a UCLA Anderson Riordan MBA Fellow
- I am passionate about basketball, tennis, snowboarding, weightlifting, video games, cooking, and traveling