

Ashton Wong

Santa Barbara, CA - (512) 608-8782 - ashwong8@hotmail.com

Skills

Coding: HTML, CSS, C++, Python, Javascript, React, Java, SQL, Agile Methodologies, Unit/Mutation Testing

Product, Design & Marketing Tools: Hubspot, Adobe Creative Suite, Salesforce, Figma, Marketo

Education

University of California, Santa Barbara (UCSB)

Santa Barbara, CA

Bachelor of Science (B.S.) in Computer Science

September 2021 - March 2025

Certificate in Technology Management

GPA: 3.75/4.0

Accolades: University of California Regents Scholar, College Of Engineering Honors Program, Dean's Honors

Organizations: UCSB Men's Lacrosse, Regents Scholars Association, Fellowship of Christian Athletes

Relevant Coursework: Machine Learning, Applications Programming, Marketing, Business Strategy

Academic Projects

SuiChat, Mysten Labs, CS189 (Senior Capstone)

September 2024 - March 2025

- Developed a decentralized messaging app leveraging the Sui blockchain for secure, censorship-resistant communication, employing a tech stack that includes smart contracts written in Move, React, and Prisma
- Implemented symmetric key encryption with digital signatures to ensure data integrity and privacy in a trust-less environment, embodying the Web3 mindset
- Presented at UCSB's 2025 CS Summit, applying previously built user stories with key marketing principles to communicate the application's value proposition to professionals and three judges from industry
- Collaborated with 5 team members under mentorship from industry professionals in Agile fashion, ensuring consistent progress and alignment with project goals

Experience

Data and Business Analyst Intern, MarTech, Austin, TX

June 2021 - January 2023

- Met client needs at a startup marketing operations company utilizing Hubspot, Salesforce, and other necessary technical skills to produce solutions and resolve data problems
- Conducted competitive analysis for a client, identifying and analyzing 9 major competitors, and providing suggestions for future client action
- Developed presentation and communication skills in a fast-paced business environment through meetings with multiple clients on a weekly basis

Intern, AssistPro, Remote

June 2023-August 2023

- Cleaned and structured CRM data in HubSpot following transfer from Keap
- Utilized both problem-solving and technical skills in Excel and Hubspot to increase productivity and decreased estimated manual processing time on the project by over 4X
- Restructured and constructed email campaign and re-engagement workflow automation in Hubspot

Valet, The Ritz Carlton Bacara, Santa Barbara, CA

August 2023-November 2023

- Processed operational needs and addressed guest requests alongside parking and retrieving vehicles
- Adhered to The Ritz-Carlton standard, their three steps of service, and amplifying "The Ritz-Carlton Mystique" in a luxury setting

Campus Involvement

Treasurer, UCSB Men's Lacrosse, Santa Barbara, CA

September 2021-Present

- Managed end-to-end financial operations for a 40+ member team with a six-figure budget, ensuring efficient resource allocation and financial sustainability
- Won the Western Collegiate Lacrosse League Conference Championship in 2023 and 2024, granting appearance in the Men's Collegiate Lacrosse Association National Tournament in those years

Co-Founder, UCSB Fellowship of Christian Athletes, Santa Barbara, CA

December 2022-Present

- Served as a leader to help organize bi-weekly huddles and coordinate with regional representatives
- Collaborated in organizing club activities outside of weekly meetings, including community outreach and group hikes