Allan Wong

Rowland Heights | 626-348-9926 | allanwonghc@gmail.com | https://www.linkedin.com/in/allan-wong-35940b21a | https://awong112.github.io./

Education

University of California, Riverside | GPA: 3.80

Bachelor of Science in Business | Dean's Honor List 2022, 2023, 2024

- **Relevant Coursework:** System Analysis and Design, Information Technology Management, Database Management, Service Marketing, Data-Driven Marketing, Brand Management, Business Application Of GIS, Digital Marketing
- **Certificates:** Meta Social Media Marketing, Google AI-Powered Shopping Ads, Google Analytics, Google Ads Search

Skills

- Graphical Design and Video Editing: Canvas, Adobe Creative Cloud
- Programming: MySQL, HTML, AWS, Python,
- Data Visualization: GIS Mapping, Tableau
- Computer: Google Suite, Microsoft Office (Excel, Powerpoint)

Work Experience

See Water Inc

Riverside, CA

Marketing Intern   September 2024 - December 2024

- Coordinated marketing campaigns for new product launches to increase brand presence and product awareness by ~6%
- Employed Google Analytics and KPI metrics to increase social media presence by ~4%
- Designed webpage and product layouts via HTML and utilized SEO tools to drive web traffic by ~8%
- Utilized Google Merchant Center to increase sales and drive traffic to business' webpage by ~3%
- Managed and evaluated the performance of website and marketing campaigns via Google Ad Manager

UCR Career Center

Riverside, CA

Social Media Lead   January 2024 - Present

- Managed and led a marketing team of 3 employees
- Overlooked and directed all marketing-related projects that increased brand presence by ~7%
- Orchestrated creative content campaign initiatives that increased customer engagement by ~9%
- Utilized Google SEO to optimize and increase web traffic and department presence by ~5%

Employer Relations and Marketing   March 2021 - December 2023

- Utilized Adobe Creative Cloud/Canvas to create promotional flyers and visuals for employer-student events
- Managed Career Center's Handshake to increase student outreach and engagement by ~12%
- Utilized Excel to store information regarding events' performance, student/employer input, and student attendance
- Achieved a ~10% growth in follower count and user engagement on Instagram through reel and story production
- Increased employer attendance and engagement by ~14% via Handshake through graphic designs via Canva