

KA IAN WU (JOSEPHINE)

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Award: **Rebranding Jiffy Pop**, Branding Class, 1st Winner Spring 2014

- Rebranded Jiffy Pop with new target (millennial) to bring the brand trendy again
- Rebuilt a Jiffy Pop marketing strategy, create fun social media content and viral video (<http://tiny.cc/jiffypop>) to engage with target demographic

Competition: **DirecTV**, Marketing EDGE Competition Spring 2015

- Created the unique DirectRewards program and marketing plan that target to sports fans and independent women, to increase refer-a-friend program by up to 10%

Experience: **Viacom**, New York, NY 01.2015 – 05.2015

CDM Intern, Partner Marketing

- Created Nickelodeon Kid's Choice Awards partnership recap, to summarize and analyze the results with Time Warner Cable, to adjust partnership strategy
- Kept track the social media strategy with partners such as Time Warner Cable, DirecTV, Dish, Comcast on promoting Viacom TV programs
- Created weekly rating tracker report (including Comedy Central, Spike, CMT and TVLand), and news brief, to keep the team aware of rating and provide current channels and industry news
- Updated Comedy Central movies schedule and publish it on affiliate website monthly, to make sure TV commercials air as scheduled
- Conducted different research, such as skinny bundle research, partnership opportunity research to reconnect with local audiences, and find potential Audience Network programs for Spike

Publicitas North America, New York, NY 06.2014 – 12.2014

Sales and Marketing Intern

- Created proposals and media plans in the international media landscape in Europe, Asia and the Middle-East, to reach target audiences
- Conducted marketing research, and reach out to potential advertisers targeting in India and Canada to bring new business
- Michael Kors "Watch Hunger Stop" campaign: succeeded to drive ELLE worldwide to cover

International Advertising Association (IAA NY), New York, NY 05.2013 – 06.2014

Marketing Coordinator

- Assisted with speakers and sponsors from major companies and agencies, such as Google, SAS, GroupM, L'Oreal, and Xerox to arrange events and advertisements
- Organized and coordinated advertising events targeting marketing professionals and increased profit up to 5 % in fiscal year 2014
- Created event signage, flyers, brochures and email blasts to promote IAA NY events, attracting potential NYC attendees and increasing the awareness of IAA NY
- Maintained and updated IAA NY social media and website using Adobe Contribute

Education: **Baruch College, Zicklin School of Business**, New York, NY 2013 – 2015

Bachelor of Business Administration, May 2015

Major: Marketing Management Minor: Communication

Skills: **Computer:**

Proficient in Microsoft Office (Word, Access, Excel and PowerPoint), Microsoft Publisher, QuickBooks, Constant Contact, Adobe Contribute, Adobe Photoshop, Google Analytics, MRI Plus, FileMaker, The List

Languages:

Fluent in Cantonese and Mandarin

Interests:

Travel, Painting, and Attending Events