

# DEEDY C. CHANG

## STRATEGIST

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### SKILLS

Organization  
Leadership

Film & Production

Graphic Design

Project  
Management

Sales

Adobe Creative Suite

HTML & CSS

### EDUCATION

BACHELOR of ARTS  
Film, Television, and Media  
University of Michigan  
2017-2021

ROSS CAPPO SALES TRACK  
Sales & Marketing Certificate  
University of Michigan  
2017-2021

### PERSONAL STATEMENT

Creativity is a channel through which I've cultivated a desire for meaningful conversation and an ability to facilitate such. When it comes to understanding what conversations are worth having, I tune into my strategist instincts. Equipped with a keen awareness of culture and human empathy, I aspire to tell informed and honest stories for innovative brands. My sweet spot lies with campaigning that challenges social standards.

### EXPERIENCE

#### STRATEGY INTERN | TBWA\WORLDHEALTH

New York, NY | June 2020 to August 2020

- Manage an independent, interview-based research project with the brand strategy team
- Run a social listening assessment of an international product launch
- Research and draw insights on how the agency can help clients transition to the online space in response to the coronavirus pandemic
- Conduct tactical planning for top pharmaceutical brands

#### CHAPTER CO-PRESIDENT | AMERICAN ADVERTISING FEDERATION (AAF)

Ann Arbor, MI | APRIL 2019 to PRESENT

- Run weekly club and executive board meetings to equip members with the knowledge and skills to participate in the National Student Advertising Competition
- Lead a group of over 30 members in the market research and analysis of a given company in order to create a marketing campaign addressing the client brief
- Build relationships with local companies and resources to identify and secure professional development opportunities for AAF members

#### VIDEOGRAPHER | MICHIGAN ATHLETICS

Ann Arbor, MI | September 2019 to PRESENT

- Assess the communications and PR needs of the Michigan Athletics Department and design creative solutions to pitch to the staff
- Create "behind-the-scenes" content that showcases the stories of Michigan athletes and the people behind the Michigan brand
- Operate professional camera equipment in fast-paced game day environments

#### STRATEGIST / CREATIVE | U.S. AIR FORCE

Ann Arbor, MI / Montgomery, AL | May 2019 to August 2019

- Co-led brand strategy for the Air Command & Staff College
- Created a plan book deliverable and badge designs for program completion
- Campaign approved by squadron commander for distribution among general officers