

## Fanyun (Kelly) Fang

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PRODUCT MANAGEMENT, MARKETING STRATEGIST, WEB DESIGN

Online & Social Media Marketing, Web development, HTML, CSS, Photography & Video, Team management

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### Education

UNIVERSITY OF CALIFORNIA, BERKELEY

B.A. Political Economy, Minor in City Planning

Expected Graduation in December 2013

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### Experience

#### **CBS INTERACTIVE - Download.com (+200 million monthly uniques)**

##### **Product Management Intern (June 2013- August 2013)**

- Oversaw launch of French version of Download.com language site ([telecharger.download.com](http://telecharger.download.com)).
- Designed and implemented A/B test for new front door ad units. Utilized data to create revenue forecast.
- Initiated scable documentation project for over 20 different Download.com site page types.
- *Independently managed project roadmap, product definition, and engineering specs for 3 projects simultaneously.*

#### **THE DAILY CALIFORNIAN - [www.dailycal.org](http://www.dailycal.org) (300K - 400K monthly uniques)**

##### **Online Managing Editor (May 2012-May 2013)**

- Managed and oversaw all aspects of The Daily Californian website.
- Led 10 web developers and web designers to launch new, innovative editorial web projects.
- Increased scalability by transitioning site to new Content Delivery Network, improved site load time by 30%.
- *21% increase in pageviews and 43% increase in unique visitors through use of effective social media tools (Twitter, Facebook, Tumblr) and Google analytics.*

##### **Multimedia Editor (May 2011-Dec. 2011)**

- Expanded multimedia team of 4 producers to a team of 18
- *Led and produced video our national award-winning multimedia project (1st place for Best Multimedia Feature from the Associated Collegiate Press)*

##### **Multimedia Producer (Sept. 2010-May 2011)**

- Produced and edited video/audio for daily news, sports and arts stories
- Created and published video graphics using AfterEffects

#### **BERKELEY CENTER FOR NEW MEDIA**

##### **Communications Coordinator (Jan. 2012- May 2013)**

- Led 10 developers and designers to launch new editorial web projects
  - Updated and maintained [www.bcnm.berkeley.edu](http://www.bcnm.berkeley.edu) with research posts
  - Organized and managed PR campaign & schedule for communications publications and speaker/lecture series
  - *Generated increased user engagement using social media networks; Facebook, Twitter, Quora*
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### Web Development Skills Summary

**Platforms:** Wordpress content management, Github

**Benchmarking:** Google Analytics, Wordpress Toolbox, Adobe Sitecatalyst

**Software:** Adobe Photoshop, Illustrator, Premiere, AfterEffects; Microsoft Office Suite (Excel, Word, Powerpoint...)

**Languages:** HTML, CSS

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### Awards

Dream State ([dreamstate.dailycal.org](http://dreamstate.dailycal.org))— *1st place for Best Multimedia Feature* from The Associated Collegiate Press (National), *2nd place Best Multimedia Presentation* from California College Media Association (State).

The Daily Californian — Best Sports Video, Best News Video for *Occupy Cal Nov. 9 Police Clash with Protesters*.