Hong Yu Wong

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EDUCATION

New York University, School of Professional Studies, New York, NY

Sept. 2023 - Present

Masters of Science, Management and Systems

- Relevant Coursework: Quantitative Models for Decision Making; Strategic Marketing; Information Technology and Data Analytics; Management in a Global Economy.
- Increased social media unique impressions by 500% as Marketing Director for the Management and Systems Student Association (MSSA) through strategy and operational workflow implementation for a team of 4.

Pennsylvania State University, Health and Human Development, State College, PA

Jan. 2019 - Aug. 2022

- Bachelor of Science, Recreation, Park and Tourism Management
 - Relevant Coursework: Statistical Concepts and Reasoning, Commercial Recreation Management, Sustainability
 - Enriched the college experience for 48,000+ students by funding 50+ student organizations through the apportioning of a 7-figure student fund as a member of the University Park Allocation Committee.

RELEVANT PROFESSIONAL EXPERIENCE

Project Lead, Esports Foundry, Columbus, OH

Sept. 2022 - Aug 2023

KEY PROJECT: Various Operational Improvement Initiatives

Mar. 2023 - July 2023

• Improved company-wide on-time task completion by 50% through cross-functional collaboration with every department to implement 8+ end-to-end operational improvement initiatives.

KEY PROJECT: Asana Operational Workflows

Feb. 2023 - June 2023

- Facilitated greater transparency and prompt client response to deals totaling \$500,000+ by creating a refined Hubspot pipeline and automated Asana integrations.
- Reduced time and manpower needed for onboarding by 50% through creating automated and templatized onboarding systems.

KEY PROJECT: Company Intranet

Dec. 2022 - July 2023

 Boosted employee efficiency and productivity by 25% and 15% respectively through designing, building, and maintaining company intranet which enabled enhanced access to key information.

Head of Corporate Outreach, Penn State THON™, State College, PA

Sept. 2021 - April 2022

- Grew corporate and foundation donation portfolio from \$1.3M to \$2.6M+ by developing and utilizing datainformed pitches.
- Reduced operational expenditure of THON by \$30,000+ through the sourcing of in-kind donations.
- Memorialized 50th THON on behalf of 44,000+ community members by leading team of 4 in funding and sourcing a time capsule and numerous precious artifacts from the history of THON.

Solutions Architect / Business Analyst Intern, Skribble Me, Selangor, Malaysia

May 2021 - July 2021

- Secured 4 clients by supporting the CEO in his pitches by the development of comprehensive market research decks and brand proposals.
- Presented to the managing director of the second biggest out-of-home advertising agency in the country on operation modernization initiatives aimed at reducing operational downtime between clients.

SKILLS

Software Excel, Asana, Notion, Hubspot, Tableau, SQL, LucidChart, Figma, Canva, HTML, CSS

Project Agile, Kanban, Waterfall, CPM, Linear Programming.

PROJECTS

Product Architect, Airbnb x NYU Product Management Club (PMC) Case Competition

Oct. 2023 - Nov. 2023

 Awarded 2nd out of 30+ teams by Airbnb Senior Product Managers for advocating for the adoption of GenAl by Airbnb.