

## EDUCATION

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### University of California, San Diego

September 2021 – June 2025

*Bachelor of Arts in International Studies-Business | Minor in Marketing*

Relevant Coursework

*Completed:* Product Marketing & Management, Sales & Sales Management

*Planned for Fall 2023:* Applied Market Research, Social Media Marketing, Innovation to Market

## EXPERIENCE

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### UCSD Campus Performances and Events Office

*Marketing and Graphic Design Intern*

September 2022 – Present

- Use Adobe Creative Suite to create digital and print graphics for upcoming events and artists (Dream House Quartet, Terence Blanchard, May the Fourth) displayed on-campus (Epstein Family Amphitheater, Price Student Shopping Center, etc.) and social media (over 5000 impressions cumulative)
- Organize and participate in public outreach events to promote UCSD art programs to over 1000 students yearly

### UCSD International Studies Student Association

*Director of Marketing*

May 2023 – Present

- Formulate and pitch marketing plan ([kaylielam.com/ISSA\\_Marketing\\_Plan.pdf](http://kaylielam.com/ISSA_Marketing_Plan.pdf)) to increase student membership, awareness, and social media presence
- Rebrand logo, typography, color palette and create branding guide to establish cohesive brand identity for marketing and outreach purposes
- Oversee marketing and outreach efforts on-campus (flyers and tabling) and social media pages

### UCSD Design Co Visual Design Apprenticeship: [kaylielam.com/vda](http://kaylielam.com/vda)

*Apprentice*

January 2023 – April 2023

- Participate in 12-week program focused on visual, graphic, and brand design
- Improve skills in Adobe Creative Suite software and Figma
- Work on weekly projects including brand identity, print design, UI design, and social media graphics

### San Francisco Municipal Transportation Agency

*Planning Intern*

August 2020 – April 2021

- Help with outreach by putting up posters over 200 San Francisco blocks and intersections and interviewing stakeholders
- Observe over 80 hours of car and bike movements at intersections and recorded data onto Excel
- Review 300 confidential Shared Spaces applications and 100 surveys on public transportation usage to aid in the reopening of San Francisco after COVID-19 lockdown
- Help in marketing projects under the Vision Zero initiative and wrote 3 monthly newsletters for email blasts that reached over 2000 people per month

### Social Media Management Project

- Create and manage a personal Twitter page dedicated to my favorite artists that garnered almost 4000 followers in one year, averaging over 500000 impressions per month
- Host social media events that gained over 8000 tweet engagements and live streams of performances that gained up to 19.5k live viewers
- Recruit and lead 6 people to help manage the page as it grew

## SKILLS

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- **Marketing** – Primary and Secondary Market Research, Market Segmentation, Customer Profiles, Marketing Plans, Public Relations, Distribution Channels, MVP Prototypes, A&B Testing, SWOT Analysis, Tracking Analytics, Identifying Unmet Needs, Cost Structure (revenue, profit, variable/fixed expenses, start-up expenditures, etc.), Competitive Analysis, Customer Retention, Industry Trends, Human Centered Design, Branding, Excel, Word, PowerPoint
- **Branding & Design** – Adobe Creative Suite (Illustrator, Photoshop, InDesign), Figma, Canva, Instagram and Instagram Reels, Twitter, TikTok, Pop Culture Trends
- **Languages** – Fluent English, Intermediate Mandarin and Cantonese, Beginner Japanese

## AWARDS

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*First Place* – 2021 Youth Entrepreneurship Bay Area Regional Competition

*Finalist* – 2019-2020 World Series of Innovation / Moody's Foundation Climate Action Challenge