

EDUCATION

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

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) 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

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

- Conduct community outreach (postering, interviews, etc.) over 200 San Francisco blocks and intersections
- Use Excel to analyze and catalog over 80 hours of car and bike traffic patterns and behavior
- Use Airtable to review and organize over 300 confidential Shared Spaces applications and over 100 surveys on public transportation usage to develop actionable reopening strategies for municipal transportation and local businesses after COVID-19 lockdown
- Under Vision Zero initiative, write monthly newsletters and email blasts with over 2000 monthly subscribers

Social Media Management Project

- Create and manage a personal Twitter page dedicated to my favorite artists, garnering 4000 followers in one year, averaging over 500,000 impressions per month
- Host social media events with over 8000 tweet engagements and live streams of performances with up to 19.5k live viewers
- Recruit and lead 6 people, delegate daily maintenance, schedule posts, and sustain engagement

SKILLS

- **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

First Place – 2021 Youth Entrepreneurship Bay Area Regional Competition

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