

JACKIE DONG

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EDUCATION

University of Colorado, Boulder

Leeds School of Business

Bachelor of Science in Business Administration
with an emphasis in Marketing

Boulder, Colorado

3.78 GPA

Dean's List

College of Arts and Sciences

Bachelor of Arts in Asian Studies
Minor in Technology, Arts, and Media

Global Business Certificate

HSK Level VI Chinese Proficiency Certificate (highest level)

Relevant Coursework

UX/UI Design, Advanced Frontend Web Development, Advertising
& Promotion, Digital Marketing, Marketing Research & Analytics

EXPERIENCE

Marketing Director

Tactile Picture Books Project

- Direct the formulation of brand vision, mission, core values
- Aid in creation of brand persona in voice, tone, messaging
- Develop brand visual identity including color, logo, typography
- Design and code official website infused with brand identity that is responsive, intuitive, and "call to action"-driven
- Communicate and coordinate with press requests and outreach

May 2016 - Present

Boulder, CO

Marketing Director / Web Developer

Global Student Initiative, International LLC

- Lead an executive team of 6 in operation that spans two countries and impacted over 40 students
- Researched consumer behavior and marketing strategy for student recruitment and program development
- Developed and implemented short- and long-term campaigns and promotion for global start-up

Aug 2015 - July 2016

Boulder, CO

Marketing and Outreach Graphic Designer

CUE Center, University of Colorado, Boulder

- Created promotional graphic, poster, logo designs for 80+ campus centers, organizations, events
- Instituted design request automation system including online forms, tracking sheets, and email templates
- Managed digital and social media marketing to a reach of 800+
- Increased event and center awareness and turn-out by 50%

July 2013 - May 2016

Boulder, CO

Campus Campaign Coordinator

Teach for America

- Developed and executed detailed strategic recruitment plan
- Conducted 20+ pitch presentations to career fairs, organizations
- Designed and distributed 100+ posters for marketing promotion
- Tracked and reported consumer feedback to improve strategy

July - Nov 2014

Boulder, CO

SKILLS

Spoken Language • English (Native), Mandarin Chinese (Fluent), Cantonese Chinese (Fluent)

Applications • Adobe Creative Suite (Photoshop, Illustrator), Microsoft Office Suite

Computer Languages • HTML, CSS, Javascript/jQuery, PHP, MySQL