

CONTACT



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EDUCATION

BACHELOR OF
ARTS:
JOURNALISM
(ADVERTISING)
WITH A MINOR
IN
ENTREPRENEU-
RSHIP
| UNIVERSITY OF
OREGON |
EUGENE, OR |

VOLUNTEER

VOLUNTEER -
JOURNALIST / CH
ILD CARE
PROVIDER | CAMP
UKANDU | OREG-
ON CITY,
OR | 2020, 2022 &
2023 |

• UKANDU is a camp that is
dedicated to providing
families who are affected
by childhood cancer a free
program (a week long
camp) for their children to
experience and enjoy.

VOLUNTEER | SCA
RS OF
OREGON | BEAVER
TON, OR | JUNE
2022 - PRESENT |

• Survivor Collective
Alliance Reaching Society
is a non-profit dedicated
to helping survivors of
domestic abuse.

Jaiden Wong

EXPERIENCE

DIGITAL MEDIA ANALYST

| THESIS AGENCY | PORTLAND, OR | AUG 2022 -
PRESENT |

Clients: Aramark Refreshment Services, Oregon Treasury Savings Network, Oregon
Consumer Justice (B2C) and Rohde & Schwarz (B2B).

Tools: Meta ads manager (FB/IG), Google ads manager (Search, Display + Youtube) LinkedIn
ads manager, Stackadapt (Programmatic), Reddit ads manager & Google analytics

Oversaw entire lifecycle of paid media campaigns:

- Campaign creation (research, copywriting search ads, UTM's, targeting parameters, audience creation, etc.)
- Campaign monitoring and management
- Optimizing campaigns/ads (monitoring performance by updating targeting, spend, removing poor performing ads, creating lookalike lists, updating retargeting lists, A/B testing)
- Analyzing data reported in decks with strategic insights and recommendations

Budgeting:

- Allocation of paid media budgets (Between all clients: roughly annually \$680,000)
- Actualization of budgets

Media Planning:

- Creating strategic plans to ensure full coverage
- Negotiating contracts with radio stations
- Managing relations with local media
- Reporting on ROI by analyzing data

MARKETING AND PR ASSOCIATE

| FAMILIUS PUBLISHING | SANGER, CA | NOV 2021 -
JULY 2022 |

Marketing:

- Responsible for the creation and execution of marketing strategies (including traditional ads, digital ads, email marketing and social media marketing)
- In charge of both regional and national media campaigns
- Acted as a media planner
- Created emails and surveys via Mailchimp
- Oversaw creation of ads and acted as a project manager
- Implemented data collection strategies and created advertising reports to maximize ROI
- Measured and analyzed ad KPI's (Clicks, CTR, conversions, impressions, reach, etc.)
- Solely managed \$30k budget for advertising/publicity

PR:

- Responsible for the creation and execution of public relations strategies
- Provided media training to authors when necessary
- Created press kits for authors to assist with gaining media coverage
- Crafted press releases which were distributed worldwide with a reach of over 216 million
- Assisted with creating and managing book launch events and readings/signings
- Pitched Familius titles to various media outlets and scheduled TV, Radio, Magazine, Newspaper, etc interviews
- Measured and analyzed KPI's (# of successful placements, # of pitches, reach, clicks, conversions, etc.)

SOCIAL MEDIA CONSULTANT / STRATEGIST

|| DRIFTWOOD SHORES RESORT AND CONFERENCE
CENTER | FLORENCE, OR | SEPT 2020 - AUG 2022 |

- Managed social media platforms including Facebook, LinkedIn, Instagram, Twitter, Pinterest, Youtube, etc.
- Increased fans on Facebook by 10%
- Increased Instagram followers by 43%