

# Jamie Chiang

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## EDUCATION:

<b>University of Southern California, Marshall School of Business</b>	<b>Los Angeles, CA</b>
Bachelor of Science Business Administration (Analytics Emphasis) – STEM Designated, Minor in AI Applications	May 2027
<b>Honors:</b> Dean's List Scholar, Ralph O. & Penelope Wilcox Endowed Scholar in Business, InsprASIAN State Scholar	<b>GPA 4.0</b>
<b>Relevant Coursework:</b> Advanced Operations Management and Analytics, Statistics and Data Science for Business, Business Finance, Financial Accounting, Marketing, Applied Python, Fundamentals of Artificial Intelligence	

## WORK EXPERIENCE:

<b>Product Strategy Intern — Jingo Technologies</b>	(Apr 2025 - Aug 2025)
• Conducted market and consumer insights research, A/B testing, and competitive analysis to optimize product search and content discovery journey on AI-powered e-commerce platform.	
• Collaborated cross-functionally with Engineering to design Figma UI/UX prototypes for AI-powered chat features, driving 10% higher average product engagement and enhanced recommendation personalization.	
• Applied R to build financial projections on category sales and prioritized roadmap decisions using user adoption metrics.	

## LEADERSHIP:

<b>Digital Strategist — Trojan Marketing Group</b>	(Aug 2025 - Present)
• Executed cross-functional, story-driven marketing campaign designed to resonate with target audience for Gen Z dating app Duet.	
• Applied market insights and segmentation to optimize brand positioning and engagement strategies, increasing social media followers by 30% and daily app downloads by 10%; drive brand relevancy via campaign on app's AI face verification system.	

<b>Lead of Operations — HackSC</b>	(Jan 2025 - Present)
• Coordinate with sponsors and stakeholders to secure \$500+ funding for F25 Hackathon; spearhead logistics and budgeting. Cold outreach and successful host professional speakers from large tech companies and startups (TikTok, Riot Games, beehiiv) for annual Hackathon hosted at venues with 100+ attendees.	
• Improve operational efficiency by reducing Hack Night attendee check-in times by 20% via integration of new registration platform.	

<b>Director of Marketing — Marshall Undergraduate Student Government</b>	(Jan 2025 - Present)
• Lead 8-member marketing team in content allocation and execution to ensure timely and cohesive delivery of digital marketing assets boosting visibility and engagement across Instagram (4000+ followers) and Marshall weekly newsletter (6000+ students).	
• Develop segmentation and positioning strategies to maximize digital campaign reach and engagement among student audience.	

<b>Acorns Investments Campus Ambassador — Acorns</b>	(Jan 2025 - Present)
• Directed financial education campaigns and SEO-driven digital content to drive a 15% increase in app signups and enhancement of student financial wellness skills; design and film short-form content (7000+ views) for Acorn's campus marketing campaigns.	
• Execute customer acquisition strategy and achieve 100+ monthly platform registrations via crosschannel marketing tactics.	

## PROJECTS:

<b>Data Consultant — Nour</b>	(Apr 2025)
• Strategized Winter 2025 new product launch and wholesale expansion plans for Los Angeles-based CPG startup; built sales models, conducted hypothesis testing, and computed confidence intervals translating into data-driven launch and scaling strategy.	
• Applied R, Python, and SQL to analyze customer transaction data (2000+ observations) and search behaviors informing growth strategy and quarterly go-to-market plan targeting key geographic segments with projected 30% increase in average units/order.	
• Collaborated with founder to define marketing and operations strategy requirements for product launch to improve financial viability.	

<b>Project Assistant — Marshall Actions Career Services, Marshall Business Student Community</b>	(Sept 2024 - Dec 2024)
• Synthesize data insights from primary and secondary research for consulting initiative with Undergraduate Career Services to improve student service engagement strategy; delegate research/data collection within a 4-member analyst team.	
• Co-developed recurring International Student Recruitment Workshop with faculty achieving an 87% attendee satisfaction rating.	

## SKILLS:

<b>Languages:</b> R, Python (Pandas, Matplotlib, NumPy, SKlearn), SQL, HTML, CSS
<b>Tools:</b> Github, PyCharm, Tableau, PowerBI, Alteryx, Excel, HubSpot, Figma, Adobe, WordPress, Microsoft Suite, Google Workspace
<b>Skills:</b> Data Wrangling, Visualization, Hypothesis Testing, Product Strategy, AI Tools/Prompting, Market/User Research, Competitive Analysis, UI/UX Prototyping, SEO, A/B testing, Financial modeling, Digital Marketing, Financial Planning, Project Management, Presentation Development, Strategic Partnerships, Customer Relationship Management, CMS, Stakeholder Communication