

Jay Wang

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[LinkedIn](#) | [Portfolio Website](#)

EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA

May 2025

Bachelor of Science in Business Administration | Honors: Marshall Dean's List

GPA: 3.5

Minors in Designing for Digital Experience, Web Development, and Entertainment Industry

Relevant Coursework: Marketing Fundamentals, Digital Design, Web Publishing, Front End Web Development

EXPERIENCE

CK Talent – Los Angeles, CA

May 2022-Present

Marketing Executive (Casting)

- Facilitate agency casting decisions with CEO Craig Rogalski and the Branding, Business, and Legal departments
- Pitch library of 80+ talent ranging from actors to social media influencers to casting directors for auditions, sponsorships, and branding opportunities, keeping up-to-date diary entries for all projects
- Design media kits and worked with clients to produce sides and media reels, increasing audition frequency

Curacao – Los Angeles, CA

Sep 2021-Dec 2021

Marketing Consultant

- Oversaw website redesign with Project Manager and Curacao's VP of Marketing, resulting in 51% increase in unique visitors, 6.23% increase in visit duration, and increase in quarterly forecast to 1.6M total page visits
- Optimized customer journey experience at DTLA locations based on 50 in-store surveys by improving signage, department/product layouts, parking experience, customer service, and store marketing

Free and Reduced Meals for Students (FARMS) – San Gabriel Valley, CA

Jul 2020-Aug 2021

Founder of FARMS

- Executed year-long plan of outreach and collection to address food insecurities in the San Gabriel Valley, raising over \$2000 and collecting over 8000 donations for food drives, feeding 902 families in the SGV
- Partnered with Mark Keppel Alliance, AUSD Board, and SGV business and city councils for grants/donations
- Won \$1,000 grant from Points of Light's 2020 National Pitch Contest for the FARMS organization

YAPA Kids – Los Angeles, CA

May 2020-Jun 2021

Project Marketing Manager

- Collaborated with Web Team, Designers, and Executive Board to implement new marketing initiatives targeted at high school students, resulting in a 1000% increase to over 6000 tutor applications
- Directed Instagram, YouTube, MailChimp, and TikTok teams by hosting team meetings, managing posting schedules, and creating content, leading to the TikTok account going viral with 11k followers and 280k+ likes

LEADERSHIP

Association of Innovative Marketing Consulting – Los Angeles, CA

May 2022-Present

Director of Digital Strategy

- Redesigned website with new design elements and stronger emphasis on professional clients, leading to a 456% increase in page visits, a 47% bounce rate, and over 21,000 page views from 7,600 unique visitors
- Increased Instagram engagement by 518% and followers by 85% with rebrand centered around user experience
- Developed a 2-week recruitment marketing campaign, resulting in a 52% increase to over 300 applications

Marshall Business Student Government – Los Angeles, CA

May 2022-Present

Vice President of Marketing

- Oversee recruitment, professional, and member initiatives, working with the 6 committees, directors, and liaisons
- Coordinated two-month campaign for the sold-out Marshall Ball, generating \$2000 in profit from 300 tickets sold

SKILLS & INTERESTS

Technical: Adobe Creative Suite, Figma, UI/UX Design, HTML/CSS, Javascript, Canva, Video Editing, Qualtrics

Languages: English (Native), Cantonese (Native), Mandarin (Conversational), Spanish (Beginner)

Interests: Rubik's Cubes, Spotify Playlists, EGOT Awards, Skateboarding, Thrifting, Taylor Swift, TikTok (@jay_wah)