

Jay Wang

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

EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA **Class of 2025**

B.S. in Business Administration (Marketing Emphasis) | Minor: Web Technologies and Applications

Honor: Marshall Dean's List | Relevant Courses: Web Publishing, Front-End Web Development, Digital Design

EXPERIENCE

Gong Cha – Los Angeles, CA

Jan 2022-May 2022

Project Analyst

- Proposed a content strategy plan focused on merchandise, giveaways, and grand openings to increase revenue opportunities and social media engagement, which have all been implemented by the company
- Evaluated the feasibility of TikTok by analyzing the content and engagement of 50+ companies, creating a guide on how to follow trends and target the Gen-Z demographic on the platform with video examples

Curacao – Los Angeles, CA

Sep 2021-Dec 2021

Marketing Consultant

- Surveyed 10 students for in-store focus groups to audit path to purchase and to improve store experience
- Redesigned website home page based on 50 online surveys to streamline products and highlight exclusive deals, improving user experience and awareness of Curacao's unique services
- Developed a detailed marketing plan focused on productivity and technology products based on primary research of website analytics, product sales, and social media engagement

LEADERSHIP

Marshall Business Student Government – Los Angeles, CA

May 2022-Present

Vice President of Marketing

- Coordinated two month promotion campaign for Marshall Ball with on-campus events, paid online ads, and social media posts/videos, helping generate \$2,000 in profit from 300 tickets from the sold-out event
- Spearheaded the Marshall Handbook initiative by collaborating with the Marshall Dean/Administration and 7 committees to write, design, and promote a written, digital guide for USC first-year students
- Oversaw Fall 2022 recruitment by organizing applications and interviews, running info sessions and involvement fair events, implementing recruitment tactics for marketing, and managing 98 applicants
- Implemented new marketing ideas such as TikTok and Design Workshops to increase member engagement

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 36% increase in page visits, a 53% bounce rate, and over 17,000 page views from 5,900 unique visitors
- Increased Instagram engagement by 50% and followers by 38% with a rebrand focused on brighter colors, more pictures, and new stories/highlights to create a more welcoming page for people to interact with
- Developed a 2-week recruitment marketing campaign, resulting in a 28% increase to over 250 applications
- Created a new style guide for our club rebrand with new fonts, color palettes, icons, and graphic templates

Free and Reduced Meals for Students (FARMS) – San Gabriel Valley, CA **July 2020-August 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
- Won \$1,000 grant from Points of Light's 2020 National Pitch Contest for the FARMS organization

SKILLS

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

Languages: Cantonese (Proficient), Mandarin (Conversational), English (Public Speaking & Presentation)

Interests: Tiktok (@jay_wah), Pop Culture and Entertainment, Skateboarding, Thrifting, Spotify Playlists, Puzzles