

Jay Wang

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EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA **May 2025**
Bachelor of Science in Business Administration (Marketing) | Minors in Applied Analytics, Web Technologies and Applications
Relevant Coursework: Statistics & Data Science, Marketing Analytics, UX Design for Marketing, Web Product Development

EXPERIENCE

Peacock – Growth Product Marketing Intern **Sep 2023-Present**

- Optimize 25+ Sports pages for PeacockTV.com using Airtable project management software to oversee the execution and quality assurance of A/B test launches, manage CMS/CSS edits, and redacting landing page mockups
- Analyze ASO forecasting data for iOS/Google Play using Excel to support data requests and strategy proposals
- Execute conversion rate optimization workstream by drafting weekly performance reports using Tableau dashboards and competitive research for product management, SEO, and content strategy teams

LA28/USOPP – Consumer Product Marketing and Operations Intern **May 2023-Sep 2023**

- Performed campaigns for Pride Month, FIFA Women's World Cup, and Oakley Partnership by designing asset and researching industry trends for biweekly reports, increasing revenue by 125.2%, impressions by 30.1%, CTR by 18.7%
- Developed a comprehensive strategy on how to strengthen the impact/perception of the LA28 games by synthesizing data in Tableau and collaborating in cross-functional teams using Smartsheets project management software

Ethos – Product Marketing Manager **Mar 2023-Sep 2023**

- Managed the end-to-end research, design, and delivery of "Social" and "Ethos Companion" features with scrums agile framework to track progress on design, prototyping, software development, and quality assurance testing
- Implemented new outreach strategies for health systems and universities campuses, such as Demo Videos, Case Study Reports, and Pitch Decks, boosting funding opportunities and overall app visibility in colleges/medical fields
- Increased app store conversion rate by 480% and social engagement by 796% with summer marketing campaigns

LEADERSHIP

USC Marshall Student Government – President **May 2023-Present**

- Oversee all club operations and project management using kanban agile framework, working with 70+ club members across 6 committees, Marshall administration, 30+ Marshall clubs, USC's Student Government, and alumni
- Spearhead the research, development, and marketing of the Marshall Handbook for 4,000+ undergraduate students
- Manage \$10k budget for school-wide initiatives, such as Marshall Business Week, Marshall Ball, and Town Halls

Association of Innovative Marketing Consulting – Vice President **May 2023-Present**

- Mentor 50+ consultants across 6 pro-bono consulting projects to ensure end-to-end delivery of deliverables with project management training, design thinking workshops, data handling projects, and professional development
- Serve as senior consultant on projects such as Google, TikTok, and Amazon by facilitating research and discussions

Trojan Marketing Group – Product Designer **Jan 2023-May 2023**

- Launched "Love Outside the Lines" campaign for The Ripped Bodice, LA's only queer-owned romance bookstore, resulting in a 23% increase in book box subscriptions and \$1,144 in revenue from product marketing design assets
- Developed research brief for client through analysis of post-covid consumer behaviors, internal store data statistics, user personas, and product reviews to support proposed marketing recommendations and design deliverables

The International Consulting Club – Project Manager **Sep 2022-Jan 2023**

- Led a team of 6 analysts in the development of Udemy's subscription-based affiliate program using a project management roadmap by conducting B2B research and formulating a competitive payout rate for affiliates using Excel

PROJECT

Claire's Place Foundation – Marketing Data Analysis **May 2023**

- Analyzed 4 years of campaign, donation, and social media data across 47 variables through data visualization, linear regression modeling, and hypothesis testing in R for UI/UX recommendations and campaign iteration strategies

SKILLS & INTERESTS

Technical: HTML/CSS, Javascript, SQL, PHP, R, React.js, Python, Tableau, Microsoft Office, Adobe Creative Suite, Figma

Interests: TikTok (@jay_wah), Rubik's Cubes, Taylor Swift, Tetris, Spotify Playlists, Vinyl Collecting, Depop Business, Thrifting