

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, Web Application Products, UX Design for Marketing

EXPERIENCE

Peacock – Growth Product Marketing Intern

Sep 2023-Present

- Execute Conversion Rate Optimization workstreams using viewership data by working in Product Management teams
- Maintain Sports landing pages through reporting on user data, optimizing wireframe designs, and A/B testing
- Conduct social listening/streaming analysis with Excel, SQL, and Tableau to build dashboards/performance reports

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 impact and positive perception of the LA28 games by working in cross-functional team of 16 interns, utilizing Smartsheets project management software
- Optimized Team USA site by coordinating with "From The Future" agency for monthly content and landing page updates

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 using Notion as a task tracker
- Manage \$10k budget for student activities, including the Marshall Ball, Marshall Business Week, monthly student town halls, community service events, industry speaker workshops, and merchandise fundraisers

Association of Innovative Marketing Consulting – Vice President

May 2023-Present

- Mentor 50+ consultants across 6 pro-bono consulting projects through new member onboarding, project manager training, design thinking workshops, data handling projects, and professional development initiatives
- Collaborate with USC's 10 Consulting Consortium clubs and Marshall Administration to provide professional recruiting resources, speaker workshops, and social networking events, resulting in 100 average attendees per event

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
- Produced Reels/TikToks for campaign with media team, amassing over 30k accounts reached and 2.5k engagement

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

SKILLS & INTERESTS

Technical: Microsoft Office (Excel, Powerpoint), Adobe Creative Suite (Photoshop, Illustrator), Google Suite, Figma, Tableau

Languages: HTML, CSS, Javascript, SQL, PHP, R Studio, React.js, Python, English, Cantonese/Mandarin (Native Fluency)

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