Jay Wang

jaywang@usc.edu | (626) 268-7034 | linkedin.com/in/jaywang8 | portfolio

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, User Experience Design, Marketing Campaign Strategy

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 design 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 competitive analysis/data reports with Tableau dashboards

LA28 Olympic (USOPP) – Consumer Product Marketing 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 marketing strategy on how to strengthen the impact and 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 by 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
- Direct new "Marshall Actions" initiative to produce 6 deliverables across topics like Courses, DEI, and Career Services
- 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: Python, SQL, R, Tableau, Power BI, HTML, CSS, Javascript, PHP, Microsoft Office, Adobe Creative Cloud, Figma
Interests: Rubik's Cubes, Taylor Swift, Tetris, Spotify Playlists, Vinyl Collecting, Depop Business, Thrifting, TikTok (@jay_wah)