

# 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**

- Execute Conversion Rate Optimization workstreams using viewership data by working in Product Management teams
- Maintain Sports landing pages by conducting weekly A/B testing, quality assurance testing, and wireframe redesigns
- Conduct social listening analysis with Excel and Tableau to write performance reports and weekly content briefs

**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

**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 to ensure end-to-end delivery of deliverables with project management training, design thinking workshops, AI-data handling projects, and professional development
- Serve as senior consultant on projects such as Google, TikTok, and Amazon by facilitating brainstorm and research

**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