

JEFFREY WANG

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EDUCATION

University of Utah, David Eccles School of Business May 2020
Cumulative GPA: 3.68, Business GPA: 3.79
Majors: B.S. in Marketing, B.S. in Management, B.A. International Studies
Minor: Chemistry | Degree Designations: Honors College Certificate, ULead Leadership Certificate

WORK EXPERIENCE

Digital CX Engagement Specialist **Salt Lake City, UT**
Clearlink Aug. 2020 - Present

- Drive positive customer experiences through crafting 30 unique social engagements per day on behalf of the partner, Google, to cultivate meaningful brand relationships and global brand equity
- Lead on customer relationship management by representing the brand partner and identifying daily opportunities to create personalized content through trend and influencer monitoring

Social Media Lead **Salt Lake City, UT**
VentureCapital.Org June 2020 - Present

- Craft and launch social media campaigns that maximize paid social media marketing spend, increase brand awareness, and drive organic traffic across all social media channels
- Designed the content and social media strategy for the WeROC 2020 Conference and increased ticket sales by 67% through executing 161 social media posts and monitoring 10 paid ads

Social Media Specialist **Salt Lake City, UT**
Sorenson Impact Center Dec. 2019 - July 2020

- Formed relationships with internal and external stakeholders to build integrated social media marketing communication plans, resulting in a 24% increase in overall social media following
- Managed the promotion and strategy of 6 special projects such as virtual convenings, student hiring, and blogs to highlight the Center's expertise in policy, investing, data, and social impact
- Coordinated with the social media team to ensure brand consistency and integrity as well as develop future business development partnerships through projects such as the MAPS Project
- Developed 75 social media posts and a gallery of 200 submissions for Project apART, an online socially-engaged artistic movement, to spark creativity and create community amidst quarantine
- Created a social media calendar including 4 paid ads, 13 newsletters, 60 social media posts, and 3 giveaway opportunities, resulting in over 1,000 attendees at the Winter Innovation Summit

Strategy Fellow **Salt Lake City, UT**
Goff Strategic Leadership Center Aug. 2018 - May 2019

- Established clear portfolios with 4 community business partners to identify opportunities, perform in-depth strategic analysis, and established key objectives that fit the client's goals for growth
- Identified 4 main competitors, 5 new target markets, a pricing model, and 2 funding options for a online high school program in order to launch a new product offering for non-traditional students
- Presented a brand book containing 3 possible expansion locations, a detailed marketing plan, 12 direct competitors, and a financial analysis for a multicultural therapy clinic in Utah

Marketing Director **Salt Lake City, UT**
Business Leaders Incorporated (BLinc) May 2018 - May 2019

- Organized marketing campaigns for 35 student events utilizing social media, print, and website capabilities to increase student engagement, cross-program partnerships, and overall attendance
- Led a small marketing team, maintained a social media calendar, and created new content guidelines, increasing the overall social media following by 20%, to maximize brand awareness

Marketing + Communications Intern **Salt Lake City, UT**
David Eccles School of Business July 2017 - July 2018

- Migrated and rebranded 8 Eccles websites on to Wordpress to improve the websites' design
- Optimized SEO keywords, links, and audits to increase traffic from the target audience
- Updated graphics, web design, and copy across 30 Eccles websites to realign branding strategies and create consistent messaging that aligns with the Eccles School's strategic plan