

Jenny Jiang

(608) 628-9282 | jennyjiang1017@gmail.com

EDUCATION

University Of Southern California

Dec 2022

Public Relations Major, Chinese for the Professions Minor, Applied Analytics Specialization

GPA: 3.86 / 4.00

PROFESSIONAL EXPERIENCE

K-PLAY! FEST

Aug 2022 - Present

Marketing Intern

Rosemead, CA

- Oversees several social media campaigns and platforms
- Created and presented a marketing brief on potential sponsorship
- Monitors social media analytics and met follower goals on all accounts

Study123 (Dannykids)

Sep 2021 - Dec 2021

Marketing Intern

Virtual

- Curated Facebook stories and posts to reach a 3k+ target audience
- Recorded and created audio and video projects to promote the curriculum as well as events
- Brainstormed ideas and planned events to engage the students' parents

MCE Logistics

Sep 2020 - Dec 2020

Marketing Intern

Virtual

- Spearheaded the 2020 Southern California student recruitment campaign
- Managed the collation and redistribution of recruitment materials for 10+ company sponsors in Chinese and English
- Researched marketing strategies and news topics for their American Small Business Information Network (ASBIN) website

Archdiocese of Chicago

Sep 2018 - Dec 2018

Communications Intern

Chicago, IL

- Curated Facebook and Twitter posts for social media engagement
- Collaborated on the creation of marketing assets for holiday events
- Created a directory of 50+ branch staff members in an excel database

LEADERSHIP EXPERIENCE

Delta Phi Kappa (Asian-Interest Sorority)

Feb 2020 - Present

Secretary

Los Angeles, CA

- Ensured all members were on course for academic success
- Kept track of the organization's records
- Planned and executed semesterly formals event

Asian American Tutorial Project (AATP)

Oct 2020 - Present

Grade Leader

Los Angeles, CA

- Created educational videos and tutored local elementary school children
- Monitored virtual pen pal letter writing between the elementary school children and USC tutors
- Communicated with UCLA and Occidental to plan future curriculum and events

SKILLS

- **Skills:** Office, G Suite, Adobe, Canva, Figma, Final Cut Pro, Blogger, WordPress, Wix, SQL, Tableau, HTML/CSS, Python
- **Certifications:** Ecommerce Fundamentals (LinkedIn), Marketing Foundations: Competitive Market Analysis (LinkedIn), DDSA Salesforce Bootcamp Participant
- **Languages:** Chinese (Mandarin)