

Jhong Wun, Huang

+1(840)260-9890 | candywen1216@gmail.com | [My LinkedIn](#) | [My website](#) | Pomona, CA

EDUCATION

California State Polytechnic University, Pomona

M.S. in Digital Marketing (Dual Degree) / GPA 3.82

- Course: Foundations of Customer Analytics, Marketing Analytics, Marketing Data Science

Pomona, CA

Aug 2024-present

National Yunlin University of Science and Technology

MBA in International Business Administration (Dual Degree) / GPA 4.00

- Course: Competitive Dynamics, Internet Marketing, International Marketing Management

Yunlin, Taiwan

Sep 2023-present

National Yunlin University of Science and Technology

B.S. in Business Administration / GPA 3.74

Yunlin, Taiwan

Sep 2019-Jun 2023

PROFESSIONAL EXPERIENCE

Trauma Resource Institute

Digital Marketing Consultant (Micro-Internship)

Remote (Claremont, CA-based)

Sep 2024-Dec 2024

- Analyzed campaign performance; delivered 10+ actionable insights to enhance engagement and follower growth.
- Helped boost course promotion efficiency through optimized social and email strategies.

National Yunlin University of Science and Technology

Teacher Assistant

Yunlin, Taiwan

Sep 2023-Jun 2024

- Spearheaded 8 marketing seminars, drawing over 50 attendees per event and showcasing industry experts.
- Orchestrated 2 company visits, managing logistics for 50+ students to connect with industry professionals.

E.SUN COMMERCIAL BANK, LTD

Financial Customer Service Intern

Hsinchu, Taiwan

Feb 2023-Jun 2023

- Promoted banking products to 20+ clients monthly through tailored communication.
- Supported frontline customer service, assisting in account transactions and issue resolution.

National Yunlin University of Science and Technology

Social Media Editor and Manager in Office of Business Administration

Yunlin, Taiwan

Jan 2021-Dec 2022

- Expanded Facebook and Instagram followers by over 100, driving Facebook reach to 16,000 people, marking a 50% increase.
- Utilized Meta Business Suite to analyze backend data to pinpoint popular content, crafted strategic post themes, and scheduled posts with targeted ad promotions to enhance engagement.
- Led the fan page and editorial team, orchestrating content creation and strategy. Conducted interviews with professors and alumni, producing posts, designing graphic and poster on assigned topics while supporting content strategy and engagement.

Government Summer Work-Study Program

Summer Work-Study Assistant

Hsinchu, Taiwan

Jul 2020 - Sep 2022

- Supported vaccine appointment registration and handled phone inquiries during the COVID-19 pandemic
- Assisted with professional license registration and wrote promotional content for social media platforms

SELECTED PROJECT & AWARDS

Local brand social media manager - Bachelor Graduate Marketing Project

Apr 2022 - Dec 2022

- Increased follower count by 65% and reach by 583% through scheduled posts, interactive content, and seasonal campaigns.
- Utilized Meta Business Suite to analyze social media performance and optimize post timing, audience targeting, and engagement strategy.

Innovation Potential Award - BCM 2021 Social Enterprise Training Program

2021

- Proposed a project to promote STEM education through the simple 3D printer in rural areas, receiving recognition for impact and innovation.

SKILLS

- **Language:** Mandarin Chinese, English, Japanese
- **Certificate:** Google Analytics, MOS Excel Associate, Hubspot Email Marketing, Hubspot Inbound Marketing
- **Marketing & Analytical Skill:** SEO, Digital Marketing, Data Integration, Marketing Analytics, Graphic Design
- **Tools:** R, Google Analytics, Screaming Frog, Canva, Adobe Creative Suite, Meta Business Suite