

## KRISTY WANG

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### EDUCATION

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#### CARNEGIE MELLON UNIVERSITY

*Bachelor of Science, Business Administration (Marketing)*

*Additional Major: Human-Computer Interaction*

PITTSBURGH, PA

*May 2024*

- 3.7/4.0 (Dean's List: 5 semesters)
- Relevant Coursework: Product and Brand Management, Interactive Design Studio, Digital Marketing and Social Media Strategy, User-Centered Research Evaluation, Programmable User Interfaces, Marketing Research

### EXPERIENCE

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#### AMAZON

*PROGRAM MANAGER INTERN*

CUPERTINO, CA

*May 2023 - Aug 2023*

- Developed and fulfilled communication strategies such as newsletter announcements and promotional banners for the launch of Blinkist and Amazon's Global Procurement Organization (GPO) partnership
- Successfully launched the Blinkist partnership, solely communicated with the Blinkst team, and mediated engagement tactics that led to 350 users and 1,168 total Blinks completed in the first month after launch
- Orchestrated an incentive program that consisted of attending a team-led book club discussing the Blink of the Month and rewarded attendees with an Amazon Phonetool

*PROGRAM MANAGER INTERN*

*May 2022 - Aug 2022*

- Identified top marketing channels for Amazon's Halo Rise to raise awareness, educate customers about key benefits, and ultimately drive conversion
- Researched competitors' marketing strategies and analyzed the data to differentiate Halo Rise
- Communicated with a legal team of five people to ensure that the product's brochure information was accurate and design packaging was effective

#### WISE ASSISTANT

*DIGITAL MARKETING INTERN*

REMOTE

*May 2021 - Aug 2021*

- Created new social media initiatives such as Trivia Tuesdays and Team Feature Fridays that improved interactivity with target market, increasing Instagram engagement by 112%
- Interacted with 50+ potential influencers that could represent the brand and successfully worked with 16 of them

### LEADERSHIP & ACTIVITIES

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#### ALPHA PHI FRATERNITY

*VP OF MARKETING*

PITTSBURGH, PA

*Dec 2021 - Dec 2022*

- Managed and updated social media accounts, garnering an increase of 20.4% engagement and accounts reached
- Originated a professional website that provides parents and alumni with updates and key information
- Oversaw three directors, delegated tasks, assigned due dates, and shared expectations on a shared calendar

#### WOMEN IN BUSINESS

*VP OF MARKETING*

PITTSBURGH, PA

*May 2021 - May 2022*

- Designed two graphics a week on Canva that utilized specific branding colors and promoted professional events including resume workshops, alumni panels, and social impact case competitions
- Analyzed engagement on Instagram to improve designs and descriptions, growing engagement by 30.5%

### ADDITIONAL INFORMATION

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**Technical Skills:** Figma, Microsoft Excel, RStudio, Asana, HTML/CSS, Javascript

**Languages:** Mandarin (Fluent), Spanish (Beginner)