

## KRISTY WANG

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### EDUCATION

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#### CARNEGIE MELLON UNIVERSITY

PITTSBURGH, PA

*Bachelor of Science, Business Administration (Marketing)*

*May 2024*

*Additional Major: Human-Computer Interaction*

- 3.7/4.0 (Dean's List: Fall 2020, Fall 2021, Fall 2022, Spring 2023)
- Relevant Coursework: Product and Brand Management, Interactive Design Studio, Business Presentations, User-Centered Research Evaluation, Business Communications, Marketing Research

### EXPERIENCE

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#### AMAZON

CUPERTINO, CA

*PROGRAM MANAGER INTERN*

*MAY 2023 - AUG 2023*

- Developed and fulfilled communication strategies for the launch of Blinkist and Amazon's Global Procurement Organization (GPO) partnership
- Successfully launched Blinkist partnership and mediated engagement tactics that led to 350 users and 1,168 total Blinks completed in the first month after launch
- Authored white papers that detail the benefits, requirements, marketing, measures of success, and launch timeline of Project Management Professional to GPO and won Best Presentation out of 10 GPO interns

*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 the product
- Communicated with the legal team of 5 people to ensure that the product's brochure information is accurate and continues to finetune the design packaging

#### WISE ASSISTANT

REMOTE

*DIGITAL MARKETING INTERN*

*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%
- Performed a needs analysis that on the specified target consumer and interacted with 50+ potential influencers where 16 worked to spread brand awareness

### LEADERSHIP & ACTIVITIES

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#### WOMEN IN BUSINESS

PITTSBURGH, PA

*VP OF INTERNAL EVENTS*

*MAY 2022 - MAY 2023*

- Built relationships between staff and other student organizations for future collaborations and growth
- Planned 7 events focused on professional development per semester, growing membership numbers by 8%

#### ALPHA PHI FRATERNITY

PITTSBURGH, PA

*VP OF MARKETING*

*DEC 2021 - DEC 2022*

- Managed and updated social media accounts, garnering an increase of 20.4% more accounts reached
- Oversaw three directors by assigning tasks, due dates, and expectations on a shared calendar

### ADDITIONAL INFORMATION

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

**Languages:** Mandarin (Advanced)

**Interests:** Painting, Sightseeing, Trying new restaurants