

Lois Wang

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EXPERIENCE

Special Event Coordinator, Assistant VP Recruitment, Philanthropy + PR Committee Sept. 2019 - Present
Alpha Chi Omega Nu Chapter | Boulder, CO

Supervise, plan & coordinate large-skill social/Recruitment functions for 400+ chapter members/guests. Manage all special event operations: contracting, facility selection, transportation, accommodation, pricing, managing budgets & logistics. Leads social media content creation and strategizes on digital outreach for fundraisers that garnered over 500+ attendees. Organized marketing and strategic planning for philanthropy events for Safehouse Progressive Alliance for Nonviolence, and campus-wide events.

Digital and Social Media Marketing Intern May 2022 - Present
Light, Camera, Analysis | New York City, NY (Remote)

Execute social media development and implementation. Create digital content and graphic material for various platforms such as Instagram, LinkedIn, and Tiktok. Track, analyze, and report engagement for multiple marketing channels; acquire insight on social media trends to guide appropriate marketing strategies that are up-to-date.

Shift Manager + Guest Services Advocate Sept. 2021 - Present
Starbucks, University Memorial Center, Albertson's Market | Boulder, CO

Manage consistent workflow with colleagues during rush hours, which average 150+ customers hourly. Administer transactions including cash, credit, exchanges, returns, and refunds with seamless and accurate procedures. Deliver customer needs and provide high-quality service and communications with guests while upholding brand standards and values.

Marketing Coordinator and Creative Content Creator Intern May 2022 - Sep 2022
Launch Point Labs | Wilmington, DE (Remote)

Execute marketing campaigns and strategies. Develop creative content and marketing assets in form of podcasts, videos, social media posts, blogs, and articles, for corporate websites. Outreach to potential clients with marketing and PR offers. Host interviews with non-profit and businesses CEO/founders which led to partnerships. Collaborate with marketing team and manage campaign goals, budgets, and timelines.

Staff Writer, Visual Content Lead Sept. 2019 - Sept. 2020
CU Boulder Her Campus | Boulder, CO

Created both print and digital marketing content for various social media platforms that reach a campus-wide audience of 1500+ monthly. Designed graphics and strategized visual media projects for 2+ articles published weekly on software such as Adobe Photoshop and Illustrator.

EDUCATION

University of Colorado | Major in Strategic Communication, Concentration: Advertising Expected Dec. 2022

- GPA: 3.59
- Minors: Creative Technology & Design Engineering, Business Administration, and Media Studies
- Relevant Coursework: Brand Solutions | Consumer Insights | Social Media Strategies | Software and Design Applications | Strategic Communication Writing | Analytics of Communication platforms | Principle of Marketing & Management | Principle of Accounting & Finance

Honors & Awards: CMCI Dean's List, 5 semesters in a row (Spring 2020 – Spring 2022)

SKILLS

Event Management | MS Office | Graphic Design | Writing | Adobe Suite | Communication | Collaboration | Python |
Digital Media | Project Management | Social Media Strategy | Community Engagement | Marketing | Digital Fundraising