

Lyman Wong

Social Media & Community Program Manager

CONTACT

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in lymanwong

EDUCATION

San Francisco State University
Bachelor of Arts Biology

SKILLS

COMMUNITY MANAGEMENT

Project Management
Social Media Management
Community Engagement
Hootsuite
Sprout Social
JIRA
Social Media Strategy
Brand Management
SQL
Facebook Insights
Twitter Analytics

AWARDS

Zynga · Chefville Studio Award Q3 2013
Excellence in Community Mgmt.

Zynga · Chefville Studio Award Q4 2013
Excellence in Community Mgmt.

Zynga · Advocacy MVP Award Q2 2011
Excellence in Customer Support

Zynga · Cafe World Studio Award Q2 2011
Excellence in Customer Support

Zynga · Cafe World Studio Award Q3 2011
Excellence in Customer Support

Zynga · Cafe World Studio Award Q4 2011
Excellence in Customer Support

EMPLOYMENT

Hack Computer

Community Manager

Apr. 2019 to Current

- Overall 22% organic community growth (193% IG, 100% Twitter, and 6% FB)
- 50% increase in Amazon reviews
- Established Hack Facebook community with over 30 members
- Built responsive Hack pages using Shopify's API with HTML and CSS
- Generated and executed weekly and periodical email campaigns using MailChimp
- Wrote and published Hack blog posts using Shopify's WYSIWYG
- Created and executed on 30/60/90 day community plan
- Fabricated and managed the marketing social media calendar using Airtable
- Planning and execution of Hack community contests, user interviews, and AMAs
- Produced social content and managed social channels using Sprout Social

Udacity

Student Experience Specialist

Jan. 2018 to Dec. 2018

- Organically grew Facebook, Twitter, and Instagram followers by 31%, 33%, and 65%
- A/B tested and reported on campaign results providing ROI recommendations
- Work cross-functionally to manage and publish School of Business editorial content
- Ran weekly School of Business office hours and co-ran AMAs
- Managed and update the School of Business learning content
- Weekly reporting using Facebook Insights, Twitter Analytics, and Hootsuite
- Produced and managed the Marketing social media content calendar using Airtable
- Created social media content for the School of Business
- Lead weekly content meetings with remote teammates

LeEco US

Community Program Manager

May 2016 to July 2017

- Used social media to interact with and drive new customers to LeEco
- Identified and recruited social media influencers for LeEco pre-launch campaigns
- Managed Facebook, Twitter, Google+, Instagram, Pinterest, and YouTube channels
- Created documentation and various processes to increase team growth and productivity
- Weekly social media reporting which included suggestions to increase the user base
- Mentored junior Community Managers

Yerdle

Community Program Manager

May 2015 to Oct. 2015

- Over 10% increase in user engagement for Unshopping emails
- Over 10% decrease of incoming tickets as a result of establishing Social Support
- Strategic communications, management, and reporting of Yerdle's sub-communities
- Seeded the community/visioning the next strategic sub-communities
- Cross-functional project management between Growth, Product, and Support teams
- Managed, grew and nurtured Yerdle's Community Programs

Zynga

Associate (Lead) Community Manager

July 2010 to June 2013

- 20% increased in Facebook Fan Page Reach through analytical A/B testing
- Received the studio award for excellence in Community Management
- Authored tweets and Facebook posts to engage and encourage new sign-ups
- Collaborated with Marketing to develop Community's marketing strategy
- Designed and created a WordPress blog and Facebook game landing page
- Managed and recruited new forum moderators