

LYMAN WONG

COMMUNITY MANAGER

CONTACT

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in lymanwong

EDUCATION

San Francisco State University
Bachelor of Arts Biology 2012

SKILLS

COMMUNITY MANAGEMENT:

Customer Support, Project Management, Management, Documentation, Social Media, Community Engagement, NPS, FCR, User Experience, JIRA, Cross-functional Team Leadership

AWARDS

Zynga · Chefville Studio Award Excellence in Community Management	2013
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Zynga · Player Advocacy and Service Award Excellence in Customer Support	2011
Zynga · Cafe World Studio Award Excellence in Customer Support	2011
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EMPLOYMENT

LeEco US

May 2016 to Jul 2017

Social Media Community Manager

- Volunteer webmaster for LeEco.com
- Created QA process to prevent inaccurate content to be published on social channels
- Identified and contacted social media influencers for LeEco pre-launch campaigns
- Monitored and provided responses on Facebook, Twitter, Google+, Instagram, Pinterest, and YouTube
- Created team documentation and various processes to increase team growth and productivity
- Created weekly social media reports and provided suggestions to increase user base for senior leadership
- Mentored junior Community Managers

Yerdle

May 2015 to Oct 2015

Community Manager - Strategic Programs

- Over 10% increase in user engagement for Unshopping emails
- Over 10% decrease of incoming tickets as a direct result of establishing Social Support
- Established Social Support which reduced incoming support ticket count by over 10%
- Strategic communications, management, and metrics 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

Jan 2013 to Jun 2013

Associate (Lead) Community Manager

- 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 WordPress blog and Facebook game landing page
- Managed and recruited new forum moderators

Aug 2012 to Jan 2013

Community Specialist

- Recipient of the studio award for excellence in Community Management
- Worked cross-functionally to implement my highly profitable in-game features
- Managed the company's most active game forum (30k+ posts per day) and Facebook App page with 60 million+ followers
- Reduced 9-12 hours per week by creating off-hours moderator process
- Co-managed the ChefVille moderator group
- Co-produced and ChefVille's "How-to" videos
- Authored and published in-game and forum announcements
- Collated, prioritized, escalated and drove bugs towards resolution