

# YITIAN (MINKO) MA

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## EDUCATION

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**University of California, San Diego | La Jolla, CA**

**Sep 2021 - June 2024**

*Bachelor of Art: Communication*

*Bachelor of Art: International Studies - International Business*

- Cumulative GPA: 3.807/4.0
- Provost Honors Recipient

**Northwestern University | Evanston, IL**

**Sep 2025 - Dec 2026 (expected)**

*Master of Science: Integrated Marketing Communications (IMC)*

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## PROFESSIONAL EXPERIENCE

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**UC San Diego Annual Giving & Alumni Engagement Department**

**La Jolla, CA**

*UCSD Student Storyteller*

**Oct 2022 - June 2024**

- Produce compelling video content through multiple channels to give alumni, students, parents, and supporters an “inside-look” at UC San Diego's rich campus life, help to educate the UCSD community about the impact and importance of giving, inspire philanthropic giving, and foster alumni community engagement.
- Participate in all aspects of video production to produce a steady stream of video projects, including scripting, storyboarding, filming, editing, peer reviewing, and publishing individual and/or team video projects.
- Develop fundraising initiatives to qualify, identify, and solicit special gift prospects with an emphasis on \$1,000 to \$25,000. Raised an impressive \$1,593,858 in donations during 2023 UCSD's Day of Caring.
- Manage the school official Instagram account on Sprout Social, posting video content, monitor and analyze data.

**Asian Egg Bank**

**San Diego, CA**

*Marketing Associate*

**Apr 2024 - June 2024 | Sep 2024 - Current**

- Cultivate a vibrant donor and patient community by creating engaging social media content, organizing events, and building relationships, leveraging digital tools like Later, Canva, CapCut, Photoshop, and social media management skills to develop educational, compelling content that attracts and retains donors and patients.
- Develop and execute marketing strategies to increase brand awareness, generate leads, and drive conversions for the largest Asian egg donor bank in the U.S. and a leading fertility clinic specializing in natural and mini IVF.
- Implement SEO strategies to expand the egg donor database, enhance online visibility, and maximize donor reach while utilizing KEAP automation for donor campaigns, email marketing, and website updates.
- Conduct market research, analyze social media and ad performance, and refine content strategies based on data insights to maximize audience engagement and campaign effectiveness.

**Goodhunt**

**Hybrid**

*Marketing Assistant & Campus Ambassador*

**Oct. 2023 – Jan. 2024**

- Facilitate beta test focus groups to collect feedback on marketing strategies and program effectiveness, providing insights to optimize the app's launch and ongoing improvements.
  - Develop and implement referral incentive programs, offering rewards and exclusive virtual benefits to encourage peer recommendations and foster a community-driven growth strategy.
  - Coordinate and manage promotional booth at campus events to increase product visibility, engage students, and drive adoption, gain valuable experience in marketing, event planning, communication, and leadership.
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## SKILLS

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- Content Creation & Design: Video Production (CapCut, Final Cut Pro, Adobe Premiere Pro, iMovie, Vimeo); Graphic Design (Canva, Adobe Photoshop)
- Website Design & E-commerce (WordPress, Wix, Shopify)
- Digital Marketing & Advertising: Social Media Marketing (Instagram, Facebook, TikTok, Youtube); Paid Ads (Facebook Ads, Google Ads, Instagram Ads); SEO & SEM; Email Marketing & Automation (Keap)
- Analytics & Web Management: Market Research; Data Analytics & Performance Tracking (Google Analytics, Sprout Social, Later); Microsoft Office Suite (Excel, PowerPoint, Word)
- Languages: Bilingual in Mandarin & English