

Ivy Kang

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EDUCATION

University of California, Los Angeles

Bachelor of Arts in Business Economics, Minor in Cognitive Science

- *Academics:* GPA: 3.84, Dean's Honor List, ACT Composite: 35

Los Angeles, CA

Graduation: Expected 2023

PROFESSIONAL EXPERIENCE

Emoty AI (Tech startup)

Marketing Intern

Los Angeles, CA

Mar 2020 – Aug 2020

- Designed, wrote and edited over 15 creative and compelling promotional materials such as brochures, articles, social media posts, and presentations collaborating with other team members
- Analyze major campaigns using Google analytics to help improve internal reporting mechanisms
- Monitor website and brainstorm user interface and user experience content ideas

Sand Cloud

Campus Ambassador

Los Angeles, CA

Feb 2020 - present

- Promote eco-friendly products on campus through developing creative content that represents the brand and advertising over 30 products on various social media platforms including Instagram, Facebook and Tiktok
- Survey trends and popularity of sales to propose new ideas for prototypes and upcoming products

Designworks, A BMW Group Company

Marketing Communications Intern

Shanghai, China

Jun 2018 - Jan 2019

- Spearheaded the launch of WeChat Official accounts as a platform for marketing in China, gaining 200 followers in the first week with continual follower count increase over the internship
- Orchestrated the BMW Designworks WeChat Official account, including writing, translating, editing and formatting 20 articles that align with brand guidelines
- Revitalized the creative social event, Design Crunch #3, an initiative in which workers and companies talk about designs and ideas to spur innovation, to attract more startup companies and individuals

LEADERSHIP & ACTIVITIES

Delta Sigma Pi – International Business Fraternity

Professional Chair

Los Angeles, CA

Mar 2020 - present

- Coordinated and marketed an information session with Northwestern Mutual attracting over 100+ students
- Directed a team of 10 to create two business pitch decks with the goal of attracting potential clients

ARC Design

Co-founder

Beijing, China

Jul 2017 - Jul 2019

- Founded ARC, a non-profit organization that tries to enrich communities by offering free designs
- Managed clients including Harvard Graduate School of Education, University of Chicago Center in Beijing, Essence Learning, Concord New Energy, and Green Harbor Renewable Energy
- Collaborated with University of Chicago Center to design a program and flyer for their music performance “Tasting Strings” to attract 60+ guests

Top Club Awards

First place

Beijing, China

Nov 2018

- Attained 1st place as ARC in the category of innovation earning RMB 30,000 (USD 4,300) competing in the national competition with over 600 clubs
- Featured by C-ETV (Chinese Education TV) in a special episode on Chinese high school student initiatives and their goals for the future aired nationally with over 10,000 views online

ADDITIONAL

Skills: Adobe Photoshop, Mailchimp, Microsoft Office, C++ programming, HTML, CSS, Figma, G-Suite

Languages: Mandarin (Native), English (Native), French (Beginner), Japanese (Introductory)

Interests: Involved in UCLA Kyodo Taiko & UCLA Club Badminton, Avid Esports fan, Behance boards, Grapefruits