

KAI XIN WU (VIVIAN)

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EDUCATION

University of Southern California

CLASS OF 2023 (FALL 2023)

B.A. in Communication, Minor in Marketing

M.A. in Communication Management

Cumulative GPA: 3.94

SKILLS

Adobe Photoshop. Adobe InDesign. Canva. Instagram.

Facebook. Twitter. Salesforce. Smartsheet. Revit.

Excel. Powerpoints. Google Apps. WordPress.

Fluent in Cantonese, Mandarin, & Taishanese.

WORK EXPERIENCE

SWIM Social / SWIMPACT Program Coordinator

AUG 2022 - PRESENT, LOS ANGELES, CA

- Spearheaded a community engagement program to coordinate high-profile guest speakers with high school and university classrooms to showcase modern careers and industries
- Planned and co-facilitated speaker series with over 30+ students in the audience per session to spark curiosity

F5 / Global Marketing Customer Experience Intern

MAY 2022 - AUG 2022, SEATTLE, WA

- Combined four regional Speaker Databases into a central Subject Matter Expert Database to ensure an efficient, organized process of experts for PR and media opportunities
- Automated monthly work plan for the communications team
- Developed training documents to ensure the global communications team and PR agency efficiently use SmartSheets and SME Program Database

Eat. Learn. Play. Foundation / Foundation Intern

MAY 2020 - APR 2022, OAKLAND, CA

- Built internal and external brand identity with social media posts, website graphics, and a new brand style guide
- Utilized strategic marketing and e-campaigns to grow the Foundation's Instagram presence by 5000+ followers

USC OWN IT Women's Leadership Summit / Director of Marketing

APR 2020 - MAY 2022, LOS ANGELES, CA

- Managed 7 USC students after spearheading a Summit Ambassadors Program to inclusively expand outreach
- Enriched social media channels with bi-weekly posts and partnerships with student organizations
- Planned a virtual leadership summit and an in-person summit with 200+ speakers and 700+ attendees

Chime / Communications Intern

JUN 2021 - AUG 2021, SAN FRANCISCO, CA

- Prepared event memos for executives to use at virtual conferences, fireside chats, and roundtables
- Transformed Chime's internal live debrief meetings into an engaging pre-recorded format for 1000 Chimers
- Connected with 100+ members to gather stories for policy communications and social media
- Filmed and edited a video featuring eight interns to be used for future recruiting

TwentyFirstCenturyBrand / Brand Strategy Intern

JUN 2019 - AUG 2019, SAN FRANCISCO, CA

- Completed competitive audits, strengthening partnerships with clients (NextDoor, UberEats, and TurboTax)
- Expanded access to products and services in the first brand strategy workshop for seven Bay Area nonprofits

Salesforce / Pricing Strategy Intern

JUN 2017 - AUG 2017, SAN FRANCISCO, CA

- Increased revenue per deal and improved mobile accessibility by creating a digital pricing calculator
- Planned and hosted a volunteering event to package 10k meals with 50+ participants and a budget of \$4k