

CHRISTY WANG

Phone: 510.565.0353

City: Berkeley, CA

LinkedIn: linkedin.com/in/wangchristy

Email: christywang@berkeley.edu

Website: about.me/wangchristy

PROFILE

I am a fourth year at UC Berkeley pursuing a degree in Business Administration. I have a passion for marketing and brand strategy, a love for design, and an interest in tech.

I also have a weakness for fries and for exploring foreign countries.

EDUCATION

UNIVERSITY OF CALIFORNIA - BERKELEY





Bachelor of Science in Business Administration, 3.7

SEPT 2012
-
DEC 2015




Dean's Honors List Fall 2012

Recipient of the Kraft Award

SKILLS

-  HTML, CSS, Javascript
-  Microsoft Office Suite: Word, Powerpoint, Excel
-  Adobe Illustrator, Keynote, Sketch
-  Studied 3 years of Spanish, 2 years of Mandarin Chinese

SOCIAL

-  codepen.io/wangchristy
-  @wangchristy
-  @christyywang

INTERESTS

Traveling Fashion Art Running

EXPERIENCE

WELLS FARGO & CO.

Summer Analyst - Innovation, R&D

JUNE 2015
-
AUG 2015

- Conducted competitive analysis of candidates for the Wells Fargo Startup Accelerator program
- Conceptualized use cases for emerging technology, leading to development of POCs
- Designed iOS native and web-based apps using Balsamiq, Keynote, and Sketch for internal teams and external clients
- Worked closely with clients to understand project needs to define project requirements

PANDORA

Social Media Marketing Intern

FEB 2015
-
MAY 2015

- Managed on-site social media, including Snapchat, Periscope, Twitter, and Instagram for #PandoraTakesHangout at Hangout Music Festival
- Spearheaded Pandora's Instagram strategy, working cross-functionally with design, HR, and product teams
- Imagined, designed, and implemented content across social channels that aligned with the company's overall brand strategy, resulting in a 27% increase in following on Twitter and 24% on Instagram

BARE MAGAZINE

Director of Events (formerly Event Coordinator)

SEPT 2012
-
PRESENT

- Responsible for planning all events that promoted the magazine, often forming partnerships with other on-campus organizations and local businesses
- Coordinated speaker panels featuring prominent members of the fashion and design community
- Initiated and implemented strategies that drove BARE's brand image and promoted BARE on campus

NOWENT, INC.

Marketing and Product Development Intern

JUNE 2014
-
FEB 2015

- Managed product from the initial brainstorming stage to a fully functional web version (mobile in progress)
- Assessed and analyzed market needs which shaped product development and design, and developed product web solution using HTML, CSS, Javascript, and jQuery
- Focused on website user interface and user experience to improve overall customer experience
- Generated product marketing material and constructed strategies for market entry

ISSUU

Marketing Intern

OCT. 2014
-
FEB 2015

- Conducted an analysis of issuu's top 1000 publishers to better understand issuu's publishers and their use of the platform
- Evaluated social media habits of issuu's top publishers to gain insights on differentiating factors of popular publications and used this information to help our other publishers gain page views
- Improved content of issuu's existing social media channels so that it aligned more closely with issuu's overarching social media strategy

BLOOMSKY

Marketing Intern

JAN 2014
-
APRIL 2014

- Utilized social media (including blogs, Twitter, Facebook, Tumblr) to aid beta testing and Kickstarter efforts
- Conducted market analysis of similar products to support product development efforts and identified key pull factors of other successful Kickstarter campaigns