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| **Charlene (Szu-Wei) Yang**  **PR, Branding, and Strategic Marketing Communications** | Marker with solid fillGreater Chicago Area, IL  Smart Phone with solid fill+1 (224)435-8258  Envelope with solid fillSzu-weiyang2022@u.northwestern.edu  Linkedin.com/in/charleneyang  Instagram.com/Taipeieater |
| **Skills:** Adobe Illustrator, Excel, Lightroom, Photoshop, Premiere Pro, HTML & CSS, Front-End Web Development  **Platforms:** MailChimp, Asana, Teamwork, Basecamp, Trello, Podio, QuickBooks, CRMLS, DocuSign, Redfin, Zillow, Trulia, and Realtor  **Certifications/Licenses:** LinkedIn Marketing Strategy, LinkedIn Marketing Solutions Fundamentals, UCI Sustainability Certification, International Leadership Foundation & CORO Certification  **Language:** Fluent in English, Mandarin, and Taiwanese  Strategic Communication EXPERIENCES | |
| **LA Weekly Asia Los Angeles, CA**  PR & Communications Executive *May 2022 – Present*   * Operate multi-functionally to execute events and fulfill marketing needs, such as writing press releases, strategizing promotional plans, and providing timeline estimation to make sure everything goes as planned * Produce enticing headlines with rich visual and narrative storytelling to deepen reader connection to LA Weekly Asia’s brand * Design visuals using Adobe Illustrator, lightroom, and GoDaddy and curate content that led to a 300% increase in reach within three weeks * Work with external vendors to negotiate and monitor costs and saved up to 20% of the original budget on a project | |
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| **Chun Place Mall**  Operations Lead  Marketing Manager/ Talent Acquisition | **Taipei, Taiwan**  *Jul 2020 – Aug 2021* |
| * Recruited high-quality restaurants to maximize commercial space occupancy and made sure lease obligations were fulfilled by tenants * Implemented marketing strategies such as special holiday events and collaborations with influencers that increased sales by 300% * Curated the quarterly food fairs with 5000+ in attendance through press releases and collaborations with 200+ influencers * Screened, selected, and interviewed potential candidates for job openings | |
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| **VIA Technologies, Inc.**  PR and Global Marketing Strategist  Global Business Development Intern | **New Taipei City, Taiwan**  *Feb 2020 – Jul 2020*  *Jul 2019 – Sep 2019* |
| * Strategized with international offices in the U.S., China, Japan, and Europe to maximize exposure and integrate global brand image * Utilized demographic data and competitor analysis to determine optimal targets and competitor tactics for international campaigns * Utilized Google Analytics, and AdWords for web integration and managed social media accounts to promote Pixetto educational kit * Managed the AI Learning Kit project to educate students on mechanical and computer science engineering (Python & Scratch) * Completed over 80+ assignments as a top performer during the internship that included scriptwriting, educational video outline planning, instruction manual photoshoot, copywriting, component sheet error checking, and an educational video host on YouTube * Brainstormed, transcribed, and translated between English and Chinese for 15+ AI-related promotional videos | |
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| **BOS Media Group**  Social Media Marketing Strategist  Web Designer/ Developer | **Remote/ Orange, CA**  *Oct 2016 - Apr 2020*  *Jul 2015 - Oct 2016* |
| * Curated original, high-quality content that increased followers and potential customers by 1000% * Designed high-quality visuals through graphic design and photo editing on Adobe Illustrator, Snapseed app, VSCO app, and GoDaddy app * Utilized WordPress, Themeforest, Adobe Illustrator, and GoDaddy platform to design, develop, and maintain clients’ websites * Oversaw 30+ web development projects and formulated marketing strategies to help businesses grow and to match the prospected timeline | |
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| **Professional Food Blog @Taipeieater**  Content Creator & Founder | **Taipei, Taiwan**  *May 2016 - Present* |
| * Utilize marketing tools and identified key performance indicators to help boost SEO and drive traffic to 1000+ restaurant businesses * Use longtail keywords and hashtags to engage with online audiences and grew the online audience base by 14000% within six years * Partnered with UberEATS, FoodPanda, Zipkick, Deliveroo to establish Taipeieater brand legitimacy * Provided training courses on social media marketing, influencer marketing, and photography workshops to 10+ restaurants, hotel chains, and leadership organizations | |
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| **Taipeieater Cinnamon Roll**  Founder | **Taipei, Taiwan**  *Oct 2017 – Jun 2018* |
| * Delivered quality products through ingredient testing from 50+ brands and SOP integration and achieved 98% positive feedback * Collaborated with influencers and sold over 3,000 cinnamon rolls to customers from Taiwan, Hongkong, Malaysia, Korea, China, Singapore, and Indonesia * Ran extensive research and SWOT analysis on product-market fit, overall costs, and revenue * Designed logo, business cards, nutrition facts labels, and packaging, and utilized graphics, imagery to create a brand personality and to drive sales on social platforms * Developed brand loyalty through high-quality customer service and on-time deliveries to both restaurants (B2B) and customers (B2C) | |
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| EDUCATION | |
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| **Northwestern University**  Master of Science in Communication, Current GPA: 3.95 | **Evanston, IL**  *Sep 2021 – Aug 2022* |
| **University of California, Irvine**  Bachelor of BA in Business Economics/ Minor in Urban Studies | **Irvine, CA**  *Sep 2011 – Jun 2015* |
| * Dean’s List (2014) * UC Irvine Vendor Fair Co-Commissioner at ASUCI * Marketing & Public Relations Intern at Social Sciences Academic Resource Center * Internship & Professionalism Consultant at Social Sciences Academic Resource Center | |
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