

Charlene (Szu-Wei) Yang

PR, Branding, and Strategic Marketing Communications

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LinkedIn.com/in/charleneyang
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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

PR & Communications Executive

Los Angeles, CA

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

Chun Place Mall

Operations Lead

Taipei, Taiwan

Jul 2020 – Aug 2021

Marketing Manager/ Talent Acquisition

- 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

VIA Technologies, Inc.

PR and Global Marketing Strategist

New Taipei City, Taiwan

Feb 2020 – Jul 2020

Global Business Development Intern

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

BOS Media Group

Social Media Marketing Strategist

Remote/ Orange, CA

Oct 2016 - Apr 2020

Web Designer/ Developer

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

Professional Food Blog @Taipeiater

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 Taipeiater brand legitimacy
- Provided training courses on social media marketing, influencer marketing, and photography workshops to 10+ restaurants, hotel chains, and leadership organizations

Taipeiater 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)

EDUCATION

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