

Lyndsey Wong

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PROFESSIONAL EXPERIENCE

Fem Equity

Baltimore, MD

Social Media and Community Management Intern

June 2023 – Present

- Contributed to the development and implementation of a company-wide social media marketing strategy
- Collaborated with the executive team to create compelling pledges and effective call-to-action messaging
- Engaged with social media comments and messages, escalating matters to the relevant team members

Haynes & Company

Pleasanton, CA

In-Field Market Researcher

June 2023 – Present

- Conducted on-site data collection, capturing inventory, pricing, promotions, and traffic information
- Demonstrated proficiency in utilizing web-based Vendor Management System to efficiently manage assignments
- Maintained a high level of professionalism and integrity while representing the organization during on-site visits

Penney Enterprise Inc.

Pleasanton, CA

Social Media Coordinator

January 2021 – December 2022

- Constructed a comprehensive social media plan to engage 15,000+ followers and increase reach by 25% MoM
- Generated 15+ monthly videos & flyers for marketing strategies improving agent retention rate by 20% MoM
- Fostered user relationships via netting over 100+ comments/messages daily, driving a 20% reach growth MoM

Independent Contractor

September 2020 – December 2020

- Leveraged Weebly tool to create a custom site for 200+ agents, growing usage by 10% MoM
- Identified email data insights to develop new strategies & up engagement, resulting in a 25% MoM uplift
- Executed daily news briefs on Outstand platform, resulting in an extra 500+ agents receiving updates

EPIC Ventures

Oakland, CA

Marketing Development Intern

May 2020 – October 2020

- Evaluated news outlets and successfully built partnerships with influencers to increase social media presence
- Created email marketing templates to promote Bay Side project
- Collaborated with five-person marketing team to create targeted campaigns & press kits

Insight Executive Search

Admiralty, Hong Kong

Recruitment Intern

July 2019 – September 2019

- Managed candidate applications from multiple external sources
- Explored industry news sources to determine client companies' developments, keeping website up-to-date
- Identified key trends through data analysis of acquired talent profiles, allowing for better outreach results

EDUCATION

Pepperdine Graziadio Business School

April, 2023

Master of Business Administration: Concentration — Business Analytics

Program GPA: 3.98 / 4.00

- *Academic Dean's Honor Roll, Summa Cum Laude*

University of California, Davis

June, 2020

Bachelor of Science: Major — Managerial Economics, Minors — Technology Management, Statistics

Cumulative GPA: 3.42 / 4.00

- *Dean's List, Winter 2017*

SKILLS, INTERESTS & CERTIFICATIONS

Technical Skills: MS Office Suite, Google Applications, Canva Graphic Design, Weebly, WordPress, iMovie, Wondershare Filmora X, Introductory RStudio, Stata, Julia Pro, SQL, SPSS

Certifications/Trainings: AI Fundamentals for Non-Data Scientists (Coursera), Microsoft Excel 2019 Advanced (MyLab IT), Learning SQL Programming (2017) (LinkedIn Learning), Introduction to Web APIs (LinkedIn Learning)

Interests: Community Service, Hiking, Reading, Cooking, Baking

EXTRACURRICULAR ACTIVITIES

Spoon University

Davis, CA

Marketing Manager

September, 2019 – June, 2020

- Managed creation of high-quality social media content to 2,000+ followers through implementing robust strategy
- Produced successful events, driving an increase in brand awareness amongst college students
- Food publication site for college students and first-time cooks navigating the kitchen on their own