

Mengyao(Wendy) Wang

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Summary: An enthusiastic and curious cross-cultural communicator with a keen interest in the lifestyle and technology industry. With experience in advocating for accessibility, bridging Eastern and Western cultures, and creating innovative content, I aim to leverage my diverse perspective to develop integrated marketing campaigns that make a positive social impact in our interconnected world.

Professional Experience

GOLIN ■ *Consumer Intern* *Shanghai, China* **May 2024 - Aug 2024**
- Developed and edited multimedia content including articles and press releases, crafted interview talking points and a 6-month PR execution plan to support market access, resulting in over 50 media coverages and large increase in brand awareness
- Created pitch deck of North American and GoGlobal market extension and proofread content under tight deadlines to contributing to the successful promotion of retail campaigns aimed at increasing client's business opportunities
- Conducted user research and visualized data to create the LATAM cross-border e-commerce report, utilized by senior management to inform strategic decisions and recovery planning

The Hoffman Agency ■ *Account Freelancer* *Beijing, China* **June 2023 - August 2023**
- Developed event proposals (roadshows, trade shows, exhibitions, online panels, etc), press releases, by-lined articles, media profiles and briefing books, ensuring the successful execution of 5 major events that garnered significant media attention
- Led the creation of clients materials and media monitoring over 5 reports including PR wrap-up, recap & monthly report
- Liaised effectively between the client and the agency to ensure clear communication, alignment of expectations, and successful achievement of goals
- Conducted in-depth oversea industry research on the technology and gaming sectors, which directly informed client project strategies

Student Disability Documentary "Mercy" ■ *Co-producer* *Syracuse, NY* **Dec 2022 - May 2023**
- Recruited additional camera assistants, arranged accommodation and catering, and handled emergencies to ensure the smooth running of the crew's follow-up work
- Coordinated venue bookings and managed promotional materials, crowdfunding campaigns for the film, gathering over 20 donors
- Managed the post-production process, including outreach to film festivals, securing distribution in 10 international festivals including American Documentary and Animation Film Festival (AmDocs), VC Film Festival, Cleveland International Film Festival (CIFF), etc

westOeast ■ *Account Executive Intern* *Toronto, Canada (Remote)* **Dec 2021 - June 2023**
- Pitched creative content and organized resources for user insights, leading to the successful execution of 10 cross-cultural digital campaigns
- Edited over 40 WeChat articles and optimized client social media platform, enhancing the visual design and user experience (UI/UX), which led to a 15% increase in click-through rates
- Translated key documents and reports to bridge cultural and language barriers, facilitating smoother cross-cultural communication between the client and international markets

The Daily Orange ■ *Culture Digital Editor* *Syracuse, NY* **May 2021 - Dec 2021**
- Wrote two by-line articles and pitched headlines, captions, and in-story graphics, increasing the social media engagement of culture articles across Twitter, Facebook, and Instagram
- Led SEO efforts and managed publishing tools, optimizing digital reach, which contributed to a 10% rise in website traffic

Ogilvy, Inc ■ *Marketing Research Intern* *Beijing, China (Remote)* **May 2020 - June 2020**
- Analyzed the Turkish and Russian markets for wearable devices, developing a strategic plan that led to the launch of a targeted advertising campaign and increasing product inquiries
- Designed strategic market plans and created advertising proposals, which helped streamline client decision-making and boosted engagement with smartwatches

Education

University of Southern California ■ *Annenberg School for Communication and Journalism* **Aug 2023 - May 2025**
- Master of Arts, Public Relations and Advertising
- Organization: Public Relations Student Society of America Member · PRSC student-run agency

Syracuse University ■ *S.I. Newhouse School of Public Communications* **Aug 2019 - Dec 2022**
- Bachelor of Science, Public Relations; Communication & Rhetorical Studies minor (GPA: 3.76)
- Organization & Award: Public Relations Student Society of America Affinity Groups; The Public Relations Department Chair Award for Leadership; Dean's List (2019-2022)

Skills

- Languages: Mandarin Chinese (Native), English (Professional Working), French (Elementary), Korean (Elementary)
- Technical: Adobe Creative (Illustrator certified), WordPress, Microsoft Office, Google Suite, Advanced Google Analytics (certified)