

KYLIE CHANG

Visionary Digital Marketer seeking Full-Time Digital/Influencer Marketing Roles

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EDUCATION

COOP Careers Fellowship

February 2025

Digital Marketing Fellowship Track

University of California, Santa Barbara | College of Letters & Science

March 2024

B.S. Psychological and Brain Sciences | Applied Psychology Minor

LEADERSHIP & PROJECTS

UCSB Marginalized Genders in Gaming | Co-Founder & Vice-President

January 2022 - April 2024 | Santa Barbara, CA

- **Led & coordinated with cross-functional teams** that included logistics of events, production of marketing materials, and managing asset production, delivering a total of **44+ online/offline events**.
- Created and **maintained internal documents**, including cross-channel calendars, reports, and resource guides.
- **Designed slide decks, presentations, graphics** via **Google Slides/Canva** & launched a **newsletter system** through **Mailchimp**, increasing member **retention rate by 71%**.
- Secured & maintained **sponsorship relations with Gen.G**, resulting in **\$810** in monetary contributions & donations.

EXPERIENCE

Firework | Virtual Retail Sales Associate

November 2024 - Present | San Mateo, CA

- Leveraged in-depth product knowledge to communicate features to customers, driving an average of **40% conversions**.
- Enhanced workflow efficiency by organizing and maintaining detailed **customer records/feedback through Google Sheets and Slack** enabling website improvements, resulting in an average of **\$10,903 in WoW sales**.

LARQ | Content Creator

October 2024 - Present | San Mateo, CA

- **Produced short-form videos**, highlighting **unique selling points (USPs)**, tailoring them for social media platforms by leveraging storytelling, data-driven insights, and platform trends, driving Instagram **engagement for @livelarq (170K)**.
- Collaborated with the marketing team by creating & presenting **proposal content briefs**, developing them through market research, audience insights, and **current trends**, resulting in **5% increase in followers**.
- **Managed invoices and general billing processes**, ensuring accurate and timely transactions by the end of months.

Freelance | Content Creator

September 2023 - Present | Remote

- Produced video/static content for **100+ beauty and lifestyle brands** across TikTok and Instagram by leveraging current trends, audience insights, and brand alignment, which resulted in **over 2M views** across platforms.
- Enhanced **operational efficiency by 66%** by organizing content calendars & key partnership details in **Google Sheets**.
- Monitored social media analytics & actively engaged with followers by responding promptly to comments & messages, strengthening positive interactions and elevating brand visibility.

Sweet High Media | Digital Marketing Social Media Intern

September 2023 - December 2023 | Remote

- Collaborated with 2 musical artists in the creation/posting of **organic content** on TikTok, implementing **SEO strategies** to optimize post visibility, **increasing engagement by 233%**.
- **Sourced 8 influencers** for campaigns and organized key details in spreadsheets, streamlining campaign execution.
- Grew **follower base by 35%** on average by managing four TikTok accounts, including content creation, scheduling, reposting, & engagement.

Guild Gaming Co. | Marketing & Sales Intern

February 2023 - September 2023 | Remote

- Led a 12-week PR campaign, securing 58 registrations from US/UK gaming businesses through emails & cold-calling.
- Boosted **social engagement by 243%** through crafting **social content and copy** that aligned with brand positioning.
- Managed the website by regularly updating event information, enhancing user experience and web discoverability.

SKILLS & INTERESTS

Computer: Hootsuite, Google Workspace (Sheets, Docs, Slides), Microsoft Office, MailChimp, Canva, Slack, Procreate, CapCut, Wix
Skills: Campaign Management, Content Creation, Market Research, SEO, Email Management, Data-Analysis, Project Management, Social Media Management, Graphics, Sales

Languages: Fluent in English, Intermediate in Cantonese **Interests:** Gaming, Beauty & Cosmetics, Fashion, Career Development