

LEEYANG

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PORTFOLIO: WWW.ODDMUNDANE.COM

IW GROUP • MEDIA CURATOR (PLANNER & BUYER, INTEGRATED)

Los Angeles, California // July 2015 - March 2016

- Accounts: Walmart, Southern California Edison, Shiseido, Godiva, Metropolitan Water District, City of Hope
- Supported AMD in the development of traditional and digital media plans
- Regularly updated all campaign documents including media plans, budgets and flowcharts
- Negotiated rates and contracts with media vendors and resolve all discrepancies
- Monitored digital campaign pacing and performance in order to identify necessary optimizations and gather learnings for future initiatives
- Maintained extensive knowledge of traditional and digital vendors, ad products, and competitive rates to better evaluate and negotiate proposals
- Collaborated with other agency departments (accounts, project management, production, etc.) to ensure seamless media campaign execution

SPECIAL NEEDS NETWORK • COMMUNICATIONS COORDINATOR (DIRECTOR LEVEL)

Los Angeles, California // November 2010 - July 2013

- Managed all aspects of communications for major LA-based autism nonprofit
- Boosted event attendance by up to 200% from year-to-year through multi-platform marketing campaigns
- Implemented strategies with development director to annually bring in millions in corporate sponsorships, foundation grants, and private donations
- Drafted scripts and fact-checked for founder Areva Martin's high-profile appearances on *Anderson Cooper 360*, *Nancy Grace*, and *Dr. Drew On Call*
- Designed and wrote copy for all web and print marketing material including website, blog, press kits, brochures, flyers, gala tribute journals, program guides
- Created original content for and managed all web and social media outlets; organically increased Facebook likes from less than 500 to 5,000 and Twitter from 0 to 3,000

MARTIN & MARTIN, LLP • MARKETING COORDINATOR

Los Angeles, California // November 2010 - July 2013

- Reported directly to managing partners to support marketing and business development of boutique LA law firm specializing in labor and employment defense
- Responsible for designing all marketing and branding collaterals including website, press kits, brochures, pitch presentations, business cards, stationary
- Launched firm's social media platforms and maintained online presence and identity

AIDS WALK LOS ANGELES • MEDIA AND PROMOTIONS INTERN

Los Angeles, California // August 2010 - November 2010

- Oversaw development of the 2010 AIDS Walk LA program guide, a 35-page magazine-style brochure distributed in the Los Angeles Times
- Secured in-kind advertising space worth over \$10,000 and established promotional partnerships with blogs and magazines
- Wrote original content for e-newsletters

PORTLAND INTERNATIONAL FILM FESTIVAL • MARKETING INTERN

Portland, Oregon // January 2010 - May 2010

- Contributed to creating and executing marketing campaign for large-scale film festival
- Designed flyers and drafted promotional copy for film screenings
- Maintained social media presence on Facebook, Twitter, Flickr

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA

MASTER OF COMMUNICATION MANAGEMENT

GPA: 3.75 AUG 2013 - MAY 2015

LEWIS & CLARK COLLEGE

BACHELOR OF ART IN COMMUNICATION

GPA: 3.5 SEPT 2006 - MAY 2010

SKILLS

RESEARCH

WRITING

GRAPHIC DESIGN

MARKETING

BRAND STRATEGY

EVENT PLANNING

MEDIA (PLANNING & BUYING)

SOCIAL MEDIA MANAGEMENT

VIDEO EDITING

HTML

Technical: Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere), Microsoft Office (Word, Excel, PowerPoint), Media (Facebook/Power Editor, Google Ads/Analytics, DoubleClick, Sizmek), WordPress, Mail Chimp, Constant Contact, Sony Vegas Pro, Prezi, Social Media Management Platforms (HootSuite, TweetDeck, Buffer, Edgar)

RECOGNITIONS

PANELIST

Social Media Week Los Angeles, 2012

Participated in a five-member panel discussion on the impact of social media on the outreach and effectiveness of youth-focused organizations.

PRESENTER AND WINNER

"TOP DEBUT PAPER" AWARD

Western States Communication Association Conference, 2011

Presented award-winning thesis project—an ethnography on the racial tension at small liberal arts colleges—to audience of 100 professors, PhD and Masters candidates in Communication, Sociology, and Rhetoric Studies.