

# Priscilla Kang

## Skills, Programs, & Certificates

### Certificates

Microsoft Office Specialist Excel 2016

### Adobe Suite

After Effects, Animate, Illustrator, InDesign, Lightroom, Photoshop, Premiere

### Platforms & Services

Aspire IQ, GRIN, Shopify, Figma, Trello, Asana, Notion

### Skills

Project Management - Agile

### Languages

English (Native), Korean (Native), Japanese (Advanced), Spanish (Beginner), Chinese (Beginner)

## Awards, Honors, and Grants

Fujifilm Students of Storytelling Contest Summer 2020

Syracuse University SOURCE Research Grant 2020, 2021

Success Scholar Scholarship 2018

Dean's List All semesters

Beta Gamma Sigma Honor Society Member 2021

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## Professional Experience

Treasurer, eSports at Syracuse University Fall 2018 - Spring 2019

- Budgeted club finances for organization events and merchandise
- Established and maintained Instagram and weekly newsletter
- Coordinated relationships with sponsors such as Mountain Dew

Marketing Intern, MatchaBar Fall 2020 - Fall 2021

- Analyzed data from social media and sales channels to create action plans for improving sales and media reach
- Leveraged design and marketing skills to increase consumer engagement, exceeding expectations for 2021 Q2 benchmarks by 26%
- Managed Instagram stories/reels by creating content and analyzing data
- Applied algorithmic research and data-driven insights to increase Instagram Reels reach by 35% from Q2 to Q3
- Recruited and maintained relationships with influencers to promote the brand and new products

Student Brand Manager, Syracuse University SOURCE Spring 2020 - Present

- Established and maintained web presence on Instagram and LinkedIn
- Led social media team on deliverables, copy, and visuals through photographic and graphic design content
- Conducted focus groups and surveys to reorient brand to align with audience ideals
- Developed visual styles, brand guide, and voice for the organization
- Educated peers and researchers on presentation and research skills

## Volunteer Experience

Peer Mentor, Newhouse 2020 - Present

- Supported first-year students and aided transition to college through emotional and academic mentorship

Team Executive, Newhouse Fall Workshop Fall 2019

- Planned video projects in collaboration with National Geographic, Nikon Professional Services, and the Newhouse School
- Met 72 hour deadline for 5 video deliverables by managing a 15 member team and coordinating schedules and deliverables
- Delegated roles to students and resolved team member conflicts to facilitate smooth progress
- Led filming and editing sessions, providing technical and creative support to students and mentors

## Education

Syracuse University, Class of 2022

S. I. Newhouse School of Public Communications  
Whitman School of Management

Marketing, Marketing Management, Photography B.S.  
Cumulative GPA: 3.84