

# SHUO SONG (INA SONG)

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## **QUALIFICATIONS SUMMARY**

- MBA in Marketing with experience managing cross-functional and cross-cultural teams
- 4+ years of marketing experience, with specialization in digital marketing and communication
- Professional experience with project management, digital marketing, and program development
- Experience in SEO, SEM, marketing research, experiments, and data analysis with a proven ability to drive results

## **SPECIAL SKILLS**

**Google AdWord** Certified; Business efficiency level in both **Mandarin Chinese and English**; Experienced with Microsoft Office Suite, Google G-Suite, Adobe Creative Suite, Photography, Videography, MailChimp, ConstantContact, Tableau, and R.

## **EXPERIENCE**

### **ASTRA WOMEN'S BUSINESS ALLIANCE, Lake Oswago, OR**

Program & Communications Manager, *Nonprofit Organization, 2017-Present*

*Responsible for overall marketing planning and execution, program management, and event management.*

- Spearhead all inbound and outbound marketing initiatives to ensure segmented and accurate communication with all stakeholders, with consistency in branding. Marketing channels including traditional advertising, social media marketing, and email marketing.
- Planning and organizing regional and national conferences and workshops for members and corporate sponsors in six states, partnering with corporations, government agencies, and business organizations. Responsibilities including event marketing, landing page/website building, communications, budgeting, program management, post-event communication and reporting.
- Content creation and planning for social media to ensure integration with other marketing channels and alignment with current trends. Creation tools including photography, videography, graphic design, and texts.

### **ASTRA WOMEN'S BUSINESS ALLIANCE - ASTRA STEAM PROGRAM, Lake Oswago, OR**

Program Lead / Marketing and Communication, *Nonprofit Organization, 2016-2017*

*Responsible for program management and overall marketing development and execution of the organization.*

- Planning and execution for two-day conferences designed for young girls with interest in entrepreneurship in STEAM (STEM + Arts) - a summit including educational panels and a shark-tank style competition.
- Increased overall digital presence by 300% in three months on all major platforms by utilizing digital marketing best practices in content planning, designing, scheduling, and execution. Practices including website optimization, alumnae success story campaign and monthly eNewsletters.
- Developed and implemented multi-program digital marketing campaign through communication and collaboration with outside marketing agency, including social media, email marketing, and website development.

### **FIREJAM LLC, Bend, OR**

Digital Marketing Specialist, *Consumer Packaged Goods, 2015-2016*

*Responsible for marketing material development and digital marketing campaign planning and management.*

- Researched, defined, and analyzed company target market and overall industry environment to aid in the development and implementation of digital marketing campaigns;
- Created company's marketing materials and social media calendars to aid in the development and management of digital marketing contents. Materials include photos, videos, and text contents.

## **EDUCATION**

### **WILLAMETTE UNIVERSITY, Atkinson Graduate School of Management, Salem, OR**

**Master of Business Administration Candidate, May 2017**

- Willamette MBA Scholar—recipient of merit-based scholarship
- President of American Marketing Association - Atkinson Chapter - 2016-2017

### **UNIVERSITY OF OREGON, Lundquist College of Business, Eugene, OR**

**Bachelor of Arts, Marketing in BA, June 2015**

- Distinguished Service Award, Outstanding University Service - 2015
- Vice President of University of Oregon International Student Association - 2014-2015