

mitchell wang

## Yuxiang (Mitchell) Wang

Passionate digital marketing and creative manager dedicated to achieving transformational business results through data-driven creative marketing strategy.

A creative thinker, a planner and a do-er.

## SKILLS

- Digital Marketing
  - SEO/SEM
  - Paid Media
- Google Analytics, Google Adwords
  - Email Marketing  
(Mail Chimp, Listrak, Bronto)
  - Social Media Marketing  
(Facebook, Twitter, Instagram)
  - Graphic Design, Web Design  
(Adobe Creative Suite: Photoshop, InDesign, Illustrator, Dreamweaver, Premiere, HTML, CSS)
  - E-commerce  
(OpenCart, SuiteCommerce Advanced)
- ERP Administration (NetSuite)
- Team Management

## EDUCATION

### Master's Degree | Advertising

The University of Texas at Austin  
(May 2010)

### Bachelor's Degree | Advertising

Hunan University of  
Science and Technology  
(May 2008)

## CERTIFICATION

- Advanced Google Analytics
- Google Analytics Individual Qualification
  - Google Adwords Certification
  - Facebook Blueprint Certification

## LANGUAGE

- English
- Chinese Mandarin

## EXPERIENCE

### FH Group International Inc.

Marketing Manager | 05/2011 to Present

- Develop, manage and drive a multi-channel strategy for annual/monthly marketing roadmap focusing on promoting awareness, acquisition growth and lead nurturing
- Provide creative direction, content strategy for social and paid media, editorial and blogging channels, and SEO/SEM to drive purchase intent and engagement
- Analyzes paid media and social media engagement with Google Analytics and Adwords to measure the effectiveness of strategy and ROI
- Lead creative strategy and execution on packaging design, Email campaign, video editing, trade show materials and marketing collaterals
- Administrate e-commerce platform (SuiteCommerce Advanced, ChannelAdvisor) and ERP system (NetSuite)
- Collaborate with internal stakeholders and manage outsourcing agency relationships to deliver marketing executions on time, on strategy, and on budget
- Capture marketing best practices, branding guidelines, and analytics strategy
- Supervise and mentor marketing team, developed best practices

### The Vyater Group

Graphic and Web Designer | 12/2010 to 05/2011

- Played a key role in design and layout of web sites with HTML, CSS and PHP
- Created marketing & Branding material including brochures, posters, flyers, business cards for clients (Longines, Esprit, Starbucks, Bloomingdales and more)
- Helped define brands' visual language (color palette, logo, font, design)

### Public Affair Department, International Office of The University of Texas at Austin

Graphic and Web Designer | 06/2010 to 12/2010

- Met with client to determine marketing and design vision, scopes of work, and deliverable timeframes
- Formated designs and media for use in print and web applications; delivered production-ready graphics in HTML and CSS
- Developed engaging and innovative graphic designs for logos, flyers, posters, and page layouts

### Door Number 3 Advertising Agency

Art Director / Graphic Designer | 01/2010 to 06/2010

- Worked with the Creative Director to transform concepts into visual executions
- Developed and execute original concepts for client content
- Designed an array of digital and print assets including campaign concepts, emails, banner ads, print mailers

### Proformance Sports Marketing Inc. (CheerChannel)

Graphic Designer | 06/2009 to 01/2010

### Zhi Tea

Graphic Designer | 12/2008 to 5/2009