

Jiaying (Jade) Huang

jhuang19@villanova.edu | +1 484-588-8509
jadehuangdesign.com | in/jiaying-jade-huang

Education:

Villanova University, Villanova, PA

May 2020

Bachelor of Business Administration, Major: Management Info System, Minor: Marketing

Overall GPA: 3.55 – Dean's List (Fall 2016 - Spring 2019)

Danish Institute for Study Abroad (DIS), Copenhagen, DK

Fall 2019

Graphic Design – focused on visual identity, branding and communication, 15-20 hours studio time weekly, 2 individual projects

Specialized Skills:

- **Technical:** Python, Google Analytics and AdWords Certified, Tableau, Adobe Premiere, XD, Photoshop, InDesign, Illustrator, Mintel, GfK MRI and NVivo research software, Zotero, Bloomberg certified; proficient in Microsoft Suite
- **Languages:** Fluent in Mandarin and Cantonese

Marketing/Design Experience:

Sanofi Pasteur (world's largest vaccine company) | **Consumer Advertising Intern**

Jun - Aug 2019

- Designed and developed innovative social media strategies and exceeded corporate objective by 25% in content
- Supported a \$27-million consumer media plan for company's most differentiated Influenza vaccine closely with agencies
- Partnered with agency to organize and lead a virtual agency day for 9 interns and 34 Product Managers

FLATLAY (Digital Media · Image Recognition · Influencer Marketing) | **UX Designer / Marketing Coordinator**

Jun - Dec 2018

- Developed interface and redesigned UX of landing page, brands & creators introduction pages on Adobe XD
- Curated, researched and designed 100+ posts and 4 native campaigns and increased 200% profile visits on Instagram
- Managed and monitored Instagram (40.3k & 6k followers), Pinterest (2.5m monthly viewers), twitter (1.8k followers) daily

Young & Rubicam (Y&R) + Ad Council Idea Hack: Love Has No Labels | **Runner-up**

Feb 2018

- Led a team of 5 for 24 hours to develop an experiential activation campaign to promote diversity on college campus
- Sought coaching from Y&R professionals and pitched campaign to Y&R/Ad Council executives

Marketing/Analytics Experience:

Deloitte Technology Case Competition | **First Place**

March 2019

- Recommended the autonomous vehicle company to prioritize self-driving trucking industry followed by local deliveries
- Performed industry research & analysis and provided a go-to-market strategy, a roll-out plan and a HR plan

Competitive Effectiveness: Marketing Consulting Project with TYLENOL® | **Research Director**

Jan – May 2018

- Rebranded Infants' Tylenol as a cabinet item to push for ecommerce sales with subscription plans
- Led a team of 5 in finding the insight on the millennial mothers aged 25-34, such as online footprint on Mintel and GfK MRI
- Worked closely with Johnson & Johnson representatives and won first place as the most achievable solution

Global Accounting Firms IT Case Competition | **First Place**

April 2017

- Placed first in case competition with 20+ teams schoolwide alongside a team of 5
- Analyzed and developed solutions for Grant Thornton on payroll, human resources and IT issues (global cloud sourcing)

The Joy of Sox Non-Profit Organization (Socks Drives for the Homeless) | **Marketing Intern**

Oct 2017 – May 2018

- Led the increase of page views by 72% and post engagement by 62% through content adaption based on analyzed trends

Villanova Department of Communication | **Research Assistant**

Feb - May 2017

- Compiled patterns and findings from 10-15 multidisciplinary datasets for leading professor
- Revealed key insights on how the youth are represented in this area and its effects on work-life balance

Leadership Experience:

Get Woke Nova (diversity & inclusion campaign in Villanova) | **Graphic Design Chair**

May 2018 – present

Villanova International Student Organization (500+ membership) | **President**

Sept 2017- Dec 2018

- Spearheaded and planned 20 campus-wide events in one year (i.e. alumni networking, social mixers and cultural showcase)
- Redesigned the international orientation and increased the event attendance of freshmen international students by 40%

Adweek New York 2018 | **Student Ambassador**

Oct 2018

- Selected as a student ambassador to represent Villanova University among competitive applicant pool

Communication Experience:

Resident Life Office | **Residents Assistant**

Jan 2019 - present

Career Center | **Career Assistant**

Aug 2018 – present

Norristown Immigrant Literacy Council | **Teaching Assistant**

Feb 2017- May 2018