

# Jiaying (Jade) Huang

[jhuang19@villanova.edu](mailto:jhuang19@villanova.edu) | +1 484-620-6120

[Portfolio](#) | [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 – focuses 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, Mintel, GfK MRI and NVivo research software, Zotero, Bloomberg certified; proficient in Microsoft Word, Excel and PowerPoint
- **Languages:** Fluent in Mandarin and Cantonese

## Marketing/Designs 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

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

May 2018 – present

- Create designs items, such as postcards and posters for Bartley Takeover (a campaign for inclusion in the business school)
- Build new, creative installations that lean into discomfort and provoke student thinking

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

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:

**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

**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

## 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

## Leadership Experience:

**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

## Awards:

**Global Accounting Firms Case Competition**, First Place

Apr 2017