

Wendy Tai

San Francisco, CA
E. sendwendymail@gmail.com
W. www.happygowendy.com

Education

University of California, Berkeley

May 2009

B.A. Mass Communications

Experience

Marketing Associate, GoldSpot Media, Mobile Advertising Platform

12/2010 - Present

- Managed two website redesigns. Executed design mockups and updates working directly with HTML/CSS, and collaborated closely with systems engineer to implement backend features.
- Designed and developed product collateral and wrote technical product documentation working with Engineers.
- Planned and produced video demos from concept to execution, including script writing and voiceover recording.
- Coordinated event presence/sponsorships and researched new events and opportunities.
- Worked with vendors to produce branded swag and printed materials for events.

Marketing Specialist, 4ipnet, Wireless Devices Manufacturer

03/2010 - 08/2010

- Managed translation and launch of multilingual corporate website versions. Maintained website updates.
- Developed case studies, wrote press releases, prepared sales presentations, and created eDMs/newsletters.
- Oversaw English, Spanish, and French SEM campaigns, created landing pages, and monitored performance.
- Maintained technical product documents by working with the PM team.
- Responsible for execution of all English marketing, social media, and PR activities.

Events and Marketing Assistant, Prime Image, Event Operations and Marketing

05/2009 - 11/2009

- Coordinated exhibitors, sponsors, talent, and food vendors for large outdoor festivals.
- Assisted with budgeting, services booking, and onsite management logistics.
- Managed and improved inventory tracking methods.
- Presented post-event marketing data summaries to client.

Unit Supervisor, RSSP-IT UC Berkeley, Campus IT Department

05/2007 - 05/2009

- Supervised 6 technical consultants; managed and executed workshops and lead weekly meetings.
- Created technical, customer service, and policy training modules for 25-30 new employees annually.
- Served as cross-organizational liaison between on-site computing staff, consultants, and management.

Internship, Connecting Point Communications, PR Agency

09/2008 - 12/2008

- Maintained targeted media lists and researched potential editorial opportunities.
- Compiled briefing documents for clients including travel itineraries and journalist profiles.
- Supported account team by performing ad hoc projects as required.

Internship, Bleu Marketing Solutions, Advertising Agency

05/2008 - 08/2008

- Created weekly campaign performance tracking reports.
- Compiled overall client advertising ROI over course of 2 years, highlighting changes in creative executions and optimization efforts.
- Researched new publications, audience makeup and reach, and ad pricing for media plans.

Skills

HTML/CSS. Working knowledge of **jQuery** and **Rails**.

Graphics/Video software: Adobe **Photoshop**, **Illustrator**, **InDesign (CS3-CS5)**. **Final Cut Pro**, **Camtasia**.

MSOffice programs: Word, PowerPoint, Excel, Visio, Publisher, Outlook.

Media and wiki interfaces: **WordPress**, **tWiki**, **Google AdWords/Analytics**, **Cision Media Source**.

Familiar working with various platforms: **OSX**, **Windows 7 and previous**, ***UNIX**.

Fluent in English and **Mandarin Chinese**. Functional in **Japanese**.