

JANE SONG

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EXPERIENCE

E-VALUCON

Content Specialist

Irvine, CA

July 2020–Present

- Created website on Wix based on industry standards, delivered 13 weeks ahead of schedule
- Ideated and designed brand playbook outlining style guidelines, company voice, deck template, and mission.

BRIGHTFARMS

Assistant Brand Manager

Irvington, NY

August 2021–August 2022

- Managed owned channels for consumer and employer branding: planned and published social media content, oversaw community engagement and social listening, directed agency and influencers for asset creation, wrote social and newsletter copy, developed recipes, and designed social content, newsletters, hiring ads, and e-commerce display ads
- Conducted market research to support new product launches and hone brand messaging
- Executed \$1,000,000 shopper marketing and e-commerce programs by trafficking and updating digital assets, managed and approved digital coupons, analyzed results, and reconciled monthly budget
- Facilitated in-market experiential events such as trade shows, sampling events, and field surveys

PUBLISHERS WEEKLY

Digital Advertising Coordinator

New York, NY

October 2020–July 2021

- Collected engagement data and advised sales team on optimizing audience targets for clients
- Fielded inquiries and organized trade marketing materials for 100+ clients for the US Book Show
- Maintained and managed distribution lists and databases for sales communications
- Evaluated social media strategy and proposed engagement-building processes to generate new revenue

PASTE MAGAZINE

Social Media Intern

Atlanta, GA

December 2019–June 2020

- Assisted social media management for accounts with 5 million+ monthly impressions: wrote hourly posts with AP style copy for Facebook, created both static and video Instagram content, wrote Twitter threads to increase engagement with reviews and listicles
- Pitched, wrote, and contributed to high traffic articles and essays about culture and media

SAMSUNG ELECTRONICS AMERICA

Corporate Social Responsibility Intern

Ridgefield Park, NJ

June 2019–August 2019

- Created communications toolkits for Samsung Solve for Tomorrow including newsletter templates, direct mailer copy, print advertising copy, and letters of recommendation
- Proposed methods for fostering brand loyalty, storytelling, and highlighting CSR initiatives in Samsung experiential retail stores in a team presentation to C-Suite executives

EDUCATION

EMORY UNIVERSITY

BA English & Creative Writing (minor in Sustainability)

Atlanta, GA

May 2020

ADDITIONAL INFORMATION

- Tools: Sprout Social, Hootsuite, Canva, Adobe Photoshop, InDesign, LightRoom, Wordpress, Squarespace, Salesforce Pardot, Mailchimp, Survey Monkey
- Interests: food styling, book club, tennis, armchair trend forecasting, upcycling
- Volunteer: Old Tappan wetlands preservation, Publicity Chair for Emory Sustainable Food Fair