

SIWEI CHEN

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www.sylviacsw.com

EDUCATION

University of Southern California

Los Angeles, CA

*Master of Science in **Digital Social Media**. Graduated May 2024*

University of California, Davis

Davis, CA

*Double Major in **Economics and Communication**, Minor in **Psychology**. Graduated Jun 2019*

SKILLS

- Design: **Figma, Tableau, Adobe Illustrator, InDesign, Photoshop**
 - Programming: **PostgreSQL, Python, HTML & CSS**
 - Management: **Salesforce, Helium 10**
 - Certification: **Data Science Professional Certificate, IBM Coursera - Mar 2023**
 - **Mandarin** (native), **English** (fluent), **Cantonese** (elementary), **Korean** (elementary)
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WORK EXPERIENCE

Campaign Manager - Part Time

Hayward, CA

AGM GROUP

July 2024 - Present

- Run the keyword campaign on Amazon for fitness products, analyzing keyword data and refine strategies.
- Optimize campaign with advanced tools such as Helium 10, enhancing visibility to drive sales.

UI Designer - Intern

San Jose, CA

CLOAKLITE LLC

Dec 2023 - May 2024

- Collaborated in the design and creation of essential UI components using Figma.
- Conceptualized innovative interactive designs to enhance user experience.

Business Development Representative - Part Time

San Francisco, CA

PIPESTONE PAYMENT INC

Jun 2021 – May 2022

- Generated 100+ B2B business opportunities through distinct social media channels (Yelp, Instagram etc.).
- Presented business solutions and services to clients and formulated proposals.

Account Manager - Full Time

San Jose, CA

MA LABS INC

Sep 2019 – Mar 2021

- Maintained B2B relationships with over 20 diverse clients, participated in products' inventory allocation, coordinated with clients on payment.
 - Analyzed sales data and market trends through Salesforce and SQL to identify business opportunities and keep track with clients interactions.
 - Led and collaborated with internal departments on price quoting and provided tailored service to the clients.
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PROJECT

Final Capstone - USC Annenberg

Jan 2024 – May 2024

- Designed and launched a website for cat owners centered around cat communication buttons, featuring resources, a community forum, influencer content, and recommended button kits.
- Utilized SEO principles and planned for future paid search integration based on website performance.

Website Interactive Design - USC Annenberg's Media Center

Jan 2023 – May 2023

- Used HTML & CSS to craft visually appealing layouts and designs for both web and mobile users.
- Pitched and presented interactive ideas to the board.

UX Project - USC All in One Social App

Aug 2022 – May 2023

- Conducted comprehensive user research to identify key pain points for current USC students.
 - Created wireframes, interactive prototypes, and mockups to reach the final user-centric interface.
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LEADERSHIP

Vice President of Career Development Department,

Los Angeles, CA

USC Chinese Graduate Students Association

Nov 2022 – May 2023

- Coordinated and hosted diverse career-oriented events, including career workshops and speaker series, featuring industry experts and alumni, gathered over 200 graduate student participants.