

JACINTAYONG

SAN FRANCISCO ❖ MIAMI

EDUCATION

UNIVERSITY OF MIAMI, Coral Gables, Fla.
BACHELOR OF SCIENCE Graduation: May 2014
Majors in Public Relations and Art History

AMERICAN UNIVERSITY OF ROME, Rome, Italy
INDEPENDENT RESEARCH Spring 2013
Focus in Baroque Period and Islamic Art History

ACTIVITIES

FREELANCE GRAPHIC DESIGNER 2009 – 2015
❖ Conceptualize and execute design solutions to support client goals, including branding, print, and digital using Adobe CS6

PRESIDENT August 2013 - May 2014
Asian American Students Association

CO-FOUNDER & CHAIR August 2012 – May 2014
Annual Chinese New Year Celebration
University of Miami
❖ Managed and executed UM's inaugural Chinese New Year Celebration receiving more than 500 attendees in 2012
❖ Executed strategic messaging through public relations, digital and print advertising, increasing attendance by 100%
❖ Improved overall production quality through creative audio-visuals and garnering student and professional talent

COMPETITOR & PERFORMER 2006 - 2014
John Wai Kung Fu Academy

DIRECTOR & CURATOR May - July 2010
Downtown Hollywood Artwalk, Hollywood, Fla.
❖ Launched three successful exhibitions featuring more than 40 unique young artists and 120 pieces of art in South Florida by establishing a strategic event plan and networking with artists to garner submissions

SKILLS

- ❖ **ADOBE PHOTOSHOP CS6**
- ❖ **ADOBE INDESIGN CS6**
- ❖ **ADOBE ILLUSTRATOR CS6**
- ❖ **MICROSOFT OFFICE**
- ❖ Fluent in **CANTONESE CHINESE**
- ❖ Conversational in **MANDARIN CHINESE**

EXPERIENCE

SapientNitro, Miami, Fla.
INTERACTIVE PROGRAM MANAGER June 2014 - Present
❖ Leading delivery of complex technology and creative solutions with mixed teams across U.S. and India. Engagements include:
❖ Leading NBA Franchise Professional Basketball Team based in Miami, Fla.
- B2C Mobile application: Manage long-term SLA support and execution of new development using scrum methodology
- B2C E-commerce platform: Manage 9-week SAAS platform upgrade
❖ Leading Southeast U.S. Finance Corp. - B2C Digital media campaigns with responsive marketing microsites
❖ Leading Italian Automaker Corp. - B2C OOH Media campaign and interactive brand activation at one of the most influential autoshows in Los Angeles, Calif

BEBER SILVERSTEIN GROUP, Miami, Fla.
JUNIOR ACCOUNT MANAGER Jan - May 2014
❖ Produced press materials to support client objectives
❖ Developed grassroots publicity outreach for HistoryMiami, Miami Jewish Health Systems, and a number of Miami-based clients

STUDENTS OF THE WORLD, 501(c)(3) nonprofit, San Francisco
PROGRAM COORDINATOR June - Aug 2013
❖ Facilitated the launch of student programs for more than 15 university chapters across the U.S.
❖ Managed the company's inaugural Creative Activist Conference in Los Angeles, Calif.

ADT SECURITY SERVICES, Boca Raton, Fla.
INTERNAL COMMUNICATIONS SPECIALIST
May - Aug 2011 | May - Aug 2012
❖ Facilitated the audit of ADT's intranet and ADT.com during the spinoff from its parent company, Tyco
❖ Created the New York Stock Exchange Bell Ringer contest for more than 1,000 team members to enter, along with the distribution and training process
❖ Led and managed ADT's annual community service project serving more than 50 children ages 5-11 at the Florence Fuller Child Development Center
❖ Developed supporting designs for internal communications, including branding, event, and presentation materials



yongjac@gmail.com



954-513-7051



jyong.weebly.com



Linkedin.com/in/JacintaYong