

Vikki Wong

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Denver, CO

Creative and driven PR/Marketing professional with 1+ years of experience in content creation and social media management. Strong writer passionate about telling stories and community involvement.

EDUCATION

Bachelor of Business Administration

August 2019 - May 2023

University of Colorado Boulder

Marketing with Computer Science Integration, Minor in Creative Technology and Design

SKILLS

- Strong writer proficient in AP Style
- Highly proficient in social media platforms such as LinkedIn, Twitter, Instagram, TikTok, and YouTube
- Design: Adobe Illustrator/XD/InDesign/Premiere, Figma, InkScape, Canva
- Coding/Web Development: HTML, CSS, JavaScript, WordPress, C++, Python, Git, PostgreSQL, React, PHP
- Fluent in Mandarin Chinese

EXPERIENCE

Barefoot PR, Denver, CO

PR Associate

August 2024 - Present

- Writing media pitches, releases, and advisories on behalf of nonprofit clients.
- Creating and implementing social media calendars in Sprout.
- Giving presentations to local businesses and at conferences for PR related professional development.

Space Environment Technologies, Boulder, CO (Remote)

Research Associate/Web Developer

September 2023 - June 2024

- Drafting 1 - 2 press releases a month for important developments, adhering to AP style.
- Fully redesigned company WordPress site, including rewriting key copy.
- Coding self-hosted, secure webpages for clients to access data using HTML, CSS, JavaScript, and PHP.

Front End Web Development Intern

May 2023 - August 2023

- Wrote copy to convey complex scientific objectives to a broad audience.
- Implemented new design of key sections of website in WordPress to improve usability and navigability.

ATLAS Institute (University of Colorado), Boulder, CO

Learning Assistant, Web Development

August 2022 - May 2023

- Taught undergrad students HTML, CSS, JavaScript, visual design using Figma, and API integration.
- Lead recitations and office hours, graded assignments, promptly responded to student emails.

COLUMN Lab, (University of Colorado), Boulder, CO

Undergraduate Research Assistant

September 2021 - November 2021

- Conducted two live interviews each week to gather qualitative data.
- Analyzed large dataset of subreddits and their mutual users to show sense of virtual community.

United Chinese Americans, Washington, DC (Remote)

Content Production Intern

May 2020 - August 2020

- Researched and recorded interviews with influential figures in the Chinese American community.
- Published video episodes to YouTube to tell stories about intersectional Chinese American experiences.

VOLUNTEER EXPERIENCE

Great Wall Chinese Academy

- Taught violin to a group of kids ages 3-15 for 2 hours each week

Mountain Vista High School

- Judged speech and debate events at novice tournaments 2-3 months each year

LEADERSHIP

Co-President, On That Note Acapella

- Organizing events such as auditions, group retreats, and performances.
- Directing weekly rehearsals and teaching vocal music at an intermediate level.
- Promoting group and recruiting members through social media channels and in person campus events.