

# MELANIE WONG

STRATEGIST

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## Summary

My passion and experience has been focused on crafting and delivering digital campaigns for household name brands. I'm constantly seeking ways to leverage new services with brands using limited budgets. My goal is to ensure digital strategy remains a part of any integrated campaign.

## Experience

**Social Media Strategist, Atomic PR** San Francisco, CA Aug '11 - Present

- Crafting digital strategies across Atomic's clients
- Providing in-depth social reporting with Atomic's proprietary software, ComContext and Sysomos Listening Platform
- Proposing interactive experiences for new business pitches as well as presenting them

**Social Media Manager, BBDO** San Francisco, CA May '10 - Aug '11

Developed and executed social and digital media strategy for clients including: Gallo, Harrah's, Cesar, Vail and New Business.

- Led strategy recommendations across agency clients
- Introduced Facebook Causes, online coupon recommendations, media strategy and sweepstakes best practices for Gallo Family Vineyards (GFV)
- Grew GFV Facebook community through daily management from 0 to 70k+ 'Likes' within 6 months
- Led community management for Heavenly Mountain, gaining 1.2 million online impressions for Heavenly Snow Truck creative campaign
- Led community management for Zazzle during SxSW and gained 5 million online impressions for "Make Product Technology" campaign
- Developed and pitched recommendation to expand Breckenridge Resort's online presence in China
- Led project management initiatives under direction of Director of Planning, BBDO North America
- Project Managed BBDO Movements Website

**Project Coordinator, refine+focus** Boston, MA Jan '10 - May '10

Created, developed, and executed social media strategy for private equity clients to create online relationships with customers. Developed and executed direct mail campaigns for Rapid Lash targeting word-of-mouth influencer outreach.

**Social Media Intern, Regan Communications** Boston, MA Aug '09 - Aug '10

Provided digital recommendations for sports and consumer clients including the Boston Celtics, Dunkin' Donuts, Park Plaza Hotel.

Conducted market research for one of New England's Top 5 biggest public relations firms.

## Education

**Emerson College**, Boston, MA

B.S. Marketing Communication: Advertising and Public Relations '10

Minor: Entrepreneurship (E3 Program)

May '07 - May '10

## Skills

**Language:** Fluent in Cantonese, Mandarin, English, learning Japanese

**Digital Skills:** Listening platforms (Radian6, socialradar, Sysomos), Adobe Creative Suite, Campaign Analytics

**Interests:** Video games, technology, design, wine, food