Hannah Yang

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I am a natural project manager and proactive process optimizer. I bring a data-centered and detail-oriented approach to marketing functions across digital, growth, and branding. At WuXi AppTec (2359.HK), a global pharmaceutical R&D and manufacturing services company, I manage all US marketing channels including exhibits, webinars, social media, CRM, and SEO.

EXPERIENCE

WuXi AppTec
Austin, TX

Marketing Specialist
08/2023 — Present

- Coordinated our participation in 9 trade shows in 2023. Developed expertise in event management including negotiating contracts, managing inventory and shipping, producing marketing collateral, booking travel, and handling on-site logistics.
- Organized 3 webinars reaching 1500+ registrants, including video editing and content strategy; conducted audience segment analysis.
- Designed social media graphic templates, developing a more consistent brand and increasing LinkedIn engagement by +3.2%.
- Identified new printing and merchandise vendors to optimize marketing spend.
- Introduced global team to Asana and Airtable and built automated workflows to improve collaboration; reorganized all internal documents, allowing for easy information retrieval.

Uber
San Francisco, CA

Performance Marketing Intern
06/2022 — 09/2022

- Wrote custom SQL query to build new Google Data Studio dashboard visualizing return on programmatic ad spend across publishers.
- Optimized driver recruitment campaign targeting, resulting in +5% return on ad spend.
- Created technical documentation to explain feed creation and ingestion processes to a non-technical audience; assisted in onboarding new contractors during my internship.

Boston Consulting Group
Chicago, IL

DigitalBCG Global Marketing Intern
06/2021 — 06/2022

- Led customer journey mapping project for Digital Transformation executive network, using data and stakeholder interviews to design 2023 member engagement strategy.
- Visualized data from EngageCRM, Sprinklr, and Tableau in paid media spending analysis; recommended reallocation of spend across advertising channels.
- Designed newsletter templates for client emails using Salesforce Marketing Cloud.

Good On You
Evanston, IL (Remote)

Data and Communications Intern
03/2021 — 06/2021

- Analyzed discrepancy between predicted and actual sustainability rating; restructured custom Airtable formula to increase accuracy for 75% of original predictions.
- Optimized blog articles for SEO by improving flow of writing and using target keywords to increase brand exposure.

EDUCATION

Northwestern University
Evanston, IL
GPA: **3.99/4.00**, summa cum laude

B.S. in Communication Studies, Entrepreneurship, Integrated Marketing Communications (IMC) Certificate
09/2020 — 06/2023

A detailed list of my relevant coursework and additional courses I have taken to build my professional skills can be found on my website.

HONORS

George M. Sargent Award *(2023)*
Mary Peterson Gilbert Prize *(2022)*
Lambda Pi Eta *(2022-2023)*

SKILLS

Tools: Microsoft Excel, PowerPoint, Salesforce, Adobe Creative Cloud, Figma
Programming: SQL, R, HTML, CSS, Python, C++
Languages: English (Native), Mandarin (Fluent)

INTERESTS   Travel, writing restaurant & book reviews, online education, sustainable fashion, Bananagrams, design