

# IRIS WANG

Professional Communicator & Creative Thinker

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315.447.2863

New York, NY

## EXPERIENCE

### Marketing and Communication Associate

**untapt Inc.**, New York, NY. 2016 - Present

- Create free resources to drive awareness and site subscribers
- Improve organic search engine performance and goal-setting based on clickthrough rates, traffic, and conversions
- Collaborate with sales, product team, and industry experts to produce content that meets the needs of key stakeholders
- Create content and design regularly to grow the company's footprint and articulate products and services for sales activities (press releases, one pager, info-graphics)
- Conduct marketing outreach to build community with media, influencer and developer to spread brand to a wider audience
- Manage social media profiles and presence, including Facebook, Twitter, LinkedIn, and Medium to generate membership leads

### Senior PR Consultant

**Weber Shandwick**, Beijing. 2013 - 2015

Client: Microsoft (Office 365, Surface, developer ecosystem)

- Planned customer interviews, wrote customer stories, and produced a 50% increase in annual local media coverage
- Organized media events for Satya Nadella's first China trip that generated 1,720 media clippings and 18,435 social engagement
- Led Microsoft annual business events for three years: BUILD Developer Conference and Microsoft Ignite Conference
- Managed Office 365 Cloud Service Launch in China and pitched exclusive interviews on business media and nationally broadcast television for former Executive Vice President Qi Lu
- Oversaw the work of 3 - 4 employees and team development

### Senior Marketing Communication Executive

**Bite Communications**, Beijing. 2010 - 2013

Clients: Motorola Solutions, British Standards Institution

- Produced marketing content as an extended member of client's marketing team that's met sales' needs and audience' interests (marketing e-newsletter, executive summary, sales collateral) to differentiate its brand and align with business priorities
- Designed and executed multi-channel marketing campaigns to support business objectives, educate enterprise users and drive revenue growth
- Collaborated with internal sales team to leverage best practices and executives' thought leadership through corporate events, sponsorship and media activities

### Events Account Executive

**Elite PR Group**, Beijing. 2008 - 2010

Clients: Texas Instruments, 7-Eleven, Accenture

- Worked with clients' internal communication teams to create possibilities such as themes and ideas to support event goals, coordinated event logistics and managed production and distribution of marketing materials within the agreed budget
- Wrote, submitted and followed-up to ensure placement on press releases and feature stories and establish contacts with local and regional media

## EDUCATION & AFFILIATION

### M.S. in Public Relations/Image Management

**S.I. Newhouse School of Public Communications, Syracuse University**

June 2016

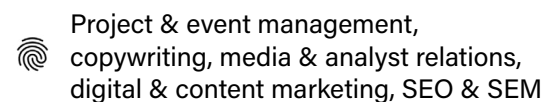
### B.S. in Journalism and Public Communications

**University of Macao**

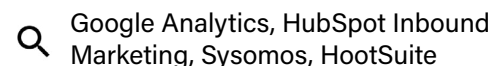
July 2008

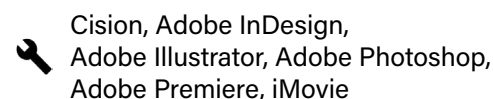
**Member of the New York Chapter  
Public Relations Society of America**

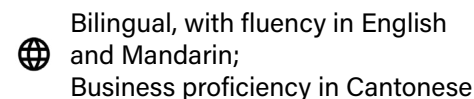
## STRENGTHS

 Project & event management, copywriting, media & analyst relations, digital & content marketing, SEO & SEM

 Twitter, Facebook, LinkedIn, Google+, WordPress, Medium, Storify, Paper.li

 Google Analytics, HubSpot Inbound Marketing, Sysomos, HootSuite

 Cision, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, iMovie

 Bilingual, with fluency in English and Mandarin; Business proficiency in Cantonese

## SPECIAL PROJECTS

### SXSW Accelerator Researcher/Intern

**South by Southwest Conference**,

Austin, TX. 2015

- Wrote news stories and researched technology startups globally (esp. in Asia)

### Social Media Manager

**Syracuse University**, 2015 - 2016

- Managed the Twitter account and used HootSuite to promote the school's image internally and externally

### Website Editor

**Syracuse University**, 2015 - 2016

- Interviewed and wrote feature stories and news releases for academic achievements, faculty and student news, and school events on its official website

### Assistant Reporter

**China Daily**, Summer 2008

- Assisted foreign reporter in organizing and writing news for 2008 Beijing Olympics special issue