



JOANNA J. WONG

## GET IN TOUCH



619-738-0314



contact@joannajwong.com



joannajwong.com

## SKILLS

- > Adobe InDesign
- > Adobe Photoshop
- > Adobe Illustrator
- > Adobe Dreamweaver
- > HTML5 & CSS3
- > WordPress
- > Webflow
- > Microsoft Word
- > Microsoft Excel
- > Google Analytics
- > G Suite
- > MailChimp
- > Klaviyo

## EDUCATION

- > **Bachelor of Arts in Journalism (Advertising Emphasis), Marketing Minor**  
San Diego State University  
2015

## VOLUNTEERISM

- > **Email & Content Marketing Manager**  
Core Paws  
2016 - Present

## EXPERIENCE

### > Marketing Account Manager

Wonderist Agency • 2018 - Present

- Manages and serves as a liaison for up to 45 dental client accounts to guide and oversee marketing strategies and insights for SEO, PPC, social media and local marketing campaigns.
- Serves as a project manager for over 100 projects annually to ensure deadlines and deliverables are met.
- Utilizes business intelligence tools to aggregate and interpret monthly client reporting and campaign metrics.
- Guides internal feedback and client approvals on both print and digital marketing projects, including direct mailers, business collateral and website designs.
- Provides graphic design and web development support as needed.

### > Marketing Coordinator

United Way of San Diego County • 2016 - 2017

- Served as a project manager for over 100 marketing projects annually, utilizing planning tools and editorial content calendars such as Basecamp, HootSuite and Microsoft Office.
- Developed weekly and monthly emails for up to 16,000 subscribers via MailChimp.
- Maintained and updated website content, and assisted with social media plans for platforms such as Facebook, Instagram, Twitter and LinkedIn.
- Served as a liaison for corporate partners' marketing and community relations teams, and coordinated co-marketing projects.
- Provided administrative and graphic design support as needed.

### > Communications Manager

Pacific Arts Movement • 2016

- Oversaw all marketing, public relations and graphic design efforts, and supervised three interns.
- Developed and executed annual communications plan to promote events and programs.
- Coordinated with contractors to direct and manage media needs, including public relations, photography and videography.
- Wrote and designed emails targeted for up to 11,000 recipients through MailChimp.
- Created and directed social media plan for multiple platforms (including Facebook, Instagram and Twitter) with up to 10,000 followers.
- Marketed and monitored engagement for special events for up to 3,000 attendees.

### > Marketing Coordinator

YMCA of San Diego County • 2014 - 2016

- Served as a project manager and provided quality control of all marketing projects, and managed two Marketing Assistants.
- Executed monthly marketing and advertising campaigns with strategies for both digital and print.
- Designed and finalized a weekly minimum of 10 print projects (fliers, posters, banners, forms, brochures, signs, etc.) for up to three YMCA locations.
- Developed weekly and monthly emails targeted for up to 23,000 recipients, via Salesforce Marketing Cloud (ExactTarget).
- Managed web content for two facilities' websites via YMCA content management system.