



Joanna Wong Fernandez

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education

San Diego State University, 2015

B.A. in Journalism
(Advertising Emphasis),
Marketing Minor

skills

Email Marketing
Graphic Design
Web Design
HTML/CSS
Reporting & Analytics
Project Management
CRM Management
Account Management
Partner Management
Content Writing
AP Style

software/tools

Adobe Creative Suite
Webflow
WordPress
Google Analytics
G Suite
Facebook Ads
Klaviyo
Mailchimp
Zoho One
Monday.com
Wrike
Asana
TeamworkPM

professional experience

Product Expert • Klaviyo (2020–Present)

- Develops an ongoing, in-depth knowledge of the Klaviyo email and SMS marketing SaaS platform to provide product support for customers via email and chat.
- Communicates with both technical and non-technical customers, providing guidance on product usage and marketing questions (including those related to Shopify, WooCommerce, Magento, Facebook, and other eCommerce or SaaS integrations).
- Diagnoses software issues to resolve or escalate customer inquiries via SOPs.
- Assists with new hire onboarding by identifying training needs, creating materials, and teaching troubleshooting processes.
- Supports organizational goals by sharing customer feedback, escalating feature requests, and proactively suggesting improvements in process or documentation.

Head of Account Management • Wonderist Agency (2019–2020)

- Oversaw 6 direct reports providing customer service, project management, reporting and creative direction for 260+ dental clients.
- Collaborated with Sales to assign new accounts and monitored team resources.
- Served as a liaison for 7+ referral partners and managed strategic accounts.
- Contributed to refining processes that maximize company efficiencies and customer satisfaction. Major accomplishments include spearheading the overhaul of team-wide project management and CRM tools.
- Oversaw department goals and worked cross-functionally with other teams to meet company objectives, tracking account value, growth and retention.

Marketing Account Manager • Wonderist Agency (2018–2019)

- Managed 45+ dental clients to guide marketing strategies for SEO, PPC, social media, and local marketing campaigns.
- Cultivated client relationships from onboarding new accounts through ongoing retention, delivering quality service and ensuring client satisfaction.
- Trafficked 100+ projects annually to achieve deadlines and deliverables.
- Reported on clients' monthly campaigns, utilizing business intelligence software.
- Provided internal quality assurance and guided client approvals on print and digital marketing projects, including direct mailers, collateral and websites; provided graphic and web design support as needed.

Marketing Coordinator • United Way of San Diego County (2016–2017)

- Trafficked 100+ marketing projects annually and managed website content, social media platforms, and email marketing for up to 16,000 subscribers.
- Served as a liaison for corporate partnerships and community relations teams, including coordination of co-marketing efforts.
- Provided administrative and graphic design support as needed.

Communications Manager • Pacific Arts Movement (2016)

- Directed marketing strategies for a media arts organization focusing on Asian American and Asian international cinema; managed website content, social media platforms, and email marketing for up to 11,000 recipients.
- Managed 3 interns, providing creative direction and quality control for design.
- Coordinated with contractors for public relations and photo/video needs.
- Marketed and monitored engagement for special events for up to 3,000 attendees.

Marketing Coordinator • YMCA of San Diego County (2014–2016)

- Trafficked and provided quality control for 500+ marketing projects annually, serving 3 YMCA locations with program areas in aquatics, child care, fitness, and sports.
- Oversaw 2 Marketing Assistants, providing creative direction and support as needed.
- Designed branded print collateral, developed emails for up to 23,000 recipients, and managed web content.