

AMBERLY WANG

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ABOUT ME

Consumer-obsessed Strategist, a.k.a. (unofficial) private investigator of consumers, with 4+ years of strategy experience, based in Los Angeles.

EDUCATION

Chapman University

BS Business Administration - Marketing
Minor in Psychology

Courses

Mark Pollard's Sweathead & Julian Cole
Strategy Finishing School

HARD SKILLS

Planning | Communications Framework, Customer Journey Analysis, Competitive Analysis, Consumer Research

Paid | Platform Strategy, Channel Briefs, Influencer Strategy, Reporting Analysis, Creative Testing, Creative Media Utilization

Owned/Earned | Social & Content Strategy, Creative Briefs, Social Listening, Trend Watching & Response, Community Engagement Strategy

Platforms | Sprinklr Reporting, Brandwatch, Meltwater, Cannes Lions Case Studies, Contagious

WHO I AM

ENFJ from Myer-Briggs
Communication, Focus, Learner, Includer, Woo from CliftonStrengths

Mentor to Young Professionals

Paying it forward through mentorship of young professionals while learning about the new talent entering the industry.

EXPERIENCE

Senior Digital & Social Strategist || June 2023 - Present

RPA Advertising | Accounts: La-Z-Boy, TXU Energy, SoCalEdison, RPA Marketing, New Business

- Created communications framework and channel briefs to bring La-Z-Boy's new brand platform, Long Live the Lazy, to life.
- Uncovering opportune spaces in culture, with social listening as a leading tool, to inspire breakthrough & effective creative.
- Leading creative feedback & strategic direction with media teams, ensuring messaging & assets are optimized for each platform objective.
- Crafting disruptive strategy rooted in culture to create experiences intentional for every brand touchpoint across paid, owned, earned.
- Analyzed research-informed customer journeys to create communications frameworks rooted in key triggers, barriers, and satisfiers.

Social Strategist || Jan 2022 - June 2023

RPA Advertising | Accounts: La-Z-Boy, Cedars-Sinai, SoCalEdison

- Earned internal and client buy-in on producing social-first video content, beating impressions and engagement benchmarks.
- Advocated for creative testing that unlocked new messaging and creative territories for healthcare client.
- Analyzed performance data and insights through lens of communications and creative to optimize organic and paid campaign assets.
- Introduced new production process for reactive brand activations to culture, generating record-high impression volume.

Paid Social Campaign Manager || Jan 2021 - Jan 2022

MuteSix | Accounts: 10+ eCommerce brands

- Briefed creative & managed lower-funnel social campaigns, strategically planning creative testing & optimizing campaigns for scale.
- Scaled client investment on Meta, Pin, Snap, and TikTok by 500% while playing a 4-in-1 role for multiple 6-7 figure DTC brands .
- Connected desk research with owned user data, forming winning strategies that drive performance across all social channels.

PROJECTS

Octagons Agency || Co-founder, Digital Strategist

- Founded a pro-bono, digital marketing agency to help small businesses in need during the COVID-19 pandemic

Competing Strategist || Indoor Recess

- Selected from 400 applicants to compete in a virtual ad campaign competition tackling a client brief from Color of Change, a nonprofit civil rights advocacy organization.