

Liya (Katerina) Tong

Berkeley, CA | liyit@usc.edu | <http://www.katerinatong.com>

University of Southern California – Annenberg School for Communication and Journalism

GPA: 4.0 / 4.0

M.S. in Digital Marketing and Social Media (STEM)

08/2022 – 05/2024

Beijing Normal University

GPA: 3.7 / 4.0

B.A. in English Language and Literature

08/2018 – 07/2022

Relevant Coursework: Social Media (Data) Analytics, SEO & Content Marketing, User Experience Research & Design

SKILLS

- ❖ **Technical Skills:** Microsoft Office, Google Suite, Google Analytics, Adobe Premiere, Photoshop, Canva, Figma, Hootsuite, BrandWatch, Sprout Social, Amplitude (Product Analytics), Meltwater (Media Monitoring), WordPress, SEMrush
- ❖ **Languages:** Mandarin Chinese (Native), English (Professional)

PROFESSIONAL EXPERIENCE

Keck Medicine of USC (Los Angeles, CA)

Jan. 2024 - Present

International Marketing & Case Management Intern (Healthcare)

- ❖ **Project/Case Management:** Facilitated internal and external communication among international patients, embassies, physicians, and hospital staff to enhance patient experience from pre-appointment to treatment and recovery phases, including managing travel arrangement, health insurance verification, and cultural consideration.
- ❖ **International Marketing:** Conducted comprehensive market analyses to identify trends and potential growth opportunities for Keck Medicine in the East Asia region. Designed graphics and activities for Lunar New Year celebration for the Keck Medicine Asian Pacific Islander Faculty Association.

NeoReach (San Francisco, CA)

Sep. 2023 - Dec. 2023

Digital Marketing Specialist (MarTech/AdTech)

- ❖ **Search Engine Optimization:** Orchestrated SEO audit using SEMrush and Google Search Console, implemented strategic on-page optimization to enhance webpage performance. Conducted proactive backlink analysis and resolved over 10+ broken links.
- ❖ **Marketing Strategy:** Identified current social media challenges, especially Instagram and LinkedIn, spearheaded the development of tailored strategies to bridge existing gaps, such as producing more educational content to establish thought leadership in the influencer marketing industry, resulting in increased overall brand visibility by 4.3% and heightened audience engagement.
- ❖ **Graphic Design, Blog Post, Text-Based Content Creation:** Leveraged data insights to craft and optimize targeted content, spanning educational blog posts, Instagram stories that highlight brand's case studies, Facebook Ads, and Twitter threads.

Uniswap Labs (New York, NY)

Jun. 2023 - Aug. 2023

Social Media and Communications Intern (Crypto/Web 3.0/Fintech)

- ❖ **Social Media Analytics and Strategies:** Evaluated social media strategies across platforms such as Twitter, LinkedIn, Instagram, and the corporate blog page. Achieved a remarkable 2.4% increase in our audience, presently at 1.13 million followers.
- ❖ **Market Trend and Competitor Analysis:** Actively monitored developments within the dynamic finance industry, capturing emerging trends such as blockchain/DeFi/Web3 applications. Leveraged data to uncover strategic communication opportunities.
- ❖ **Media Relations and Publicity Management:** Managing media relations, including maintaining an updated press list and generating clip reports for high-profile product launches, effectively enhancing our brand's visibility and reach.
- ❖ **Creative Content Production:** Contributed creatively by generating captivating multimedia content, including visually appealing videos and meme creation tailored to resonate with our target audience, particularly crypto enthusiasts.

Ogilvy & Mather (Beijing & Shanghai, China)

Jul. 2021 – Nov. 2021

Advertising Account Executive Intern

- ❖ **Competitor Research and Brand Campaign:** Conducted extensive competitive analysis for clients (KFC, Heineken subsidiaries, and Vaillant Group) to inform localization strategies for the Chinese consumer market, resulting in actionable insights during team brainstorming sessions. Orchestrated multi-channel brand awareness campaigns for Amstel beer, achieving a remarkable 600% increase in social media following within 2 months.
- ❖ **Project Management:** Streamlined team workflow processes and optimized weekly calendars. Demonstrated effective cross-departmental communication and managed internal procedures for outsourcing vendors, facilitating the progress of projects.
- ❖ **Client Services:** Engaged directly with clients to understand and align their needs and expectations, delivered comprehensive project briefs to our internal teams, enhancing effective communication and collaboration to meet client objectives.

Oceanus Information Technology Co, Ltd. (Beijing, China)

Jun. 2020 – Sep. 2020

B2B Marketing Intern (Creative Marketing Agency)

- ❖ **B2B Social Media Campaign:** Initiated comprehensive social media strategies for two prominent global IT firms - Micro Focus and RedHat, resulting in a remarkable 200% growth in their Chinese social media follower base within a 90-day timeframe.
- ❖ **Data-Driven Competitive Analysis:** Produced highly detailed social media reports enriched with in-depth competitive analysis and compelling data visualizations using Excel. Served as the POC for clients, presented reports and analyses weekly.

VOLUNTEER ACTIVITIES

Kidtopia Children's Museum

July 2022

STEM Summer Camp Teacher (Bilingual in English and Mandarin)

- ❖ Developed and presented educational physics modules (e.g. "Simple Machines," Force and Motion") to engage elementary school students during a two-week summer camp, fostering their interest in STEM subjects.