

Chris* Wong

Brand-Driven Visualizer | Marketer

Bachelor's of Science: Integrated Public Relations and Advertising
University of South Florida
August 2024

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EXPERIENCE

Disco Doll Clothing

Creator & Designer

- Working on copyrighting and trademarking branding
- Designing E-commerce page on Cargo
- Creating graphics for curated shirt silhouettes

February 2025- Present

USF Student Government

Federal Graphic Specialist

- Created over 50 graphics for all three USF campuses
- Led Boca Bowl ticket giveaway- over 980 likes and over 700 entries
- Designed HerdCARE logo + T-Shirts and Elections Banner

Aug 2023- Feb 2024

American Marketing Association at USF

Chapter Co-President

- Placed Top 4 out of 354 chapters in North America 2024
- Led executive and general board meetings with over 90 attendees every week
- Represented AMA USF in AMA International Collegiate Conference Top Chapter Q&A

Dec 2023 - May 2024

Vice President of Marketing

- Led largest committee; Oversaw 8 Directors and Assistant directors
- Planned and ran weekly meetings with an average attendance of about 20 members
- Implemented analytics report protocol

May - Dec 2023

Graphic designer/Photographer: Consult-a-BULL committee

- Designed social media content for real clients and take pictures for graphics
 - Mojo Books and Records, Adam and Nancy Buy Houses, Evoke Strategy LLC

Sept - Nov 2023

Co-Director of Social Media

- Reached over 5600 accounts in a month on Instagram through campaigns
- Executed and led Giving Week Social Media initiative- creating a branding kit for the campaign and earning \$5000 for AMA USF
- Involvement in 20+ posts from the semester

Dec 2022- May 2023

SAGO Agency- USF Zimmerman School of Mass Communication

Lead Graphic Designer

- Designed collateral and packaging for clients utilizing Adobe Suite programs
 - Sombra de Cacao, Social Marketing, Indie Night
- Brainstormed and collaborated on conceptualization of campaigns

Aug - Dec 2023

Muma College of Business USF Dean's Suite

Marketing and Communications Intern

- Planned, collaborated, and executed events
- Designed 6 mock-ups for USF Program merchandise
 - Business Honors Program shirt design selected and produced
- Composed published Student Spotlight Article: Gabriel Mocelin

Aug - Dec 2022

AWARDS & RECOGNITIONS

Tampa Bay AMA Marketer of the Year Student
Campaign Finalist (2023)

AMA USF Chapter Sponsorship Recipient (2022)

AMA USF Case Day Winner (2022)

AMA USF Member of the Month (May 2022)

AMA USF Rookie of the Year (2022)

CERTIFICATIONS

Hootsuite Platform Certification

HubSpot Social Media Marketing

Google Ads Display

Adobe Premiere

Adobe Photoshop

LANGUAGES

English-Native Proficiency

Spanish-Native Proficiency

SKILLS

Content Planning

Leadership

Adobe Creative Suite

Graphic Design