

Sasha Tang

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PROFESSIONAL EXPERIENCE

Sulwhasoo

New York, NY

Social Media Specialist

Aug 2024 - Present

- Spearhead end-to-end social media strategy in alignment with brand identity, trend insights, and performance metrics
- Develop and maintain monthly content calendars, ensuring cohesive brand storytelling across platforms
- Conceptualize and produce engaging photo and short-form video content for both organic and paid media
- Boost average engagement rate by +24% and average reach by +28% through strategic content creation and trend-driven storytelling
- Lead trend reporting and analysis to make data-driven decisions for organic content strategy
- Maintain inbox zero through proactive community management and prompt responses to DMs and comments

@sashxtang

New York, NY

Fashion and Beauty Content Creator on Instagram, TikTok, & Youtube

Oct 2020 – Present

- Create fashion, beauty, and lifestyle content to curate a social media brand aimed at building personal style and confidence
- Direct all aspects of creative direction, photography, video editing, styling, hair and makeup, and location scouting
- Collaborate with brand marketing teams like innisfree and Mugler to develop authentic content that aligns with brand mission
- Execute promotional photos and short-form video content in partnership with brands, leveraging Adobe Lightroom and CapCut
- Produce weekly Youtube vlogs, utilizing Final Cut Pro and Canva to build storytelling elements and visual consistency

ServiceNow

Boston, MA

Customer Advocacy Co-op

Jan 2023 – Jun 2023

- Managed continuous flow of customer stories to ensure proper amplification across all ServiceNow channels
- Crafted compelling social media copy to amplify customer stories going live on corporate social channels
- Identified trends in top-performing stories by developing weekly and quarterly social media metric reports
- Streamlined process to close gap between publishing customer stories on website and on socials from 2 months to 2 weeks

Wayfair US

Boston, MA

Push Marketing Analytics Co-op

Jan 2022 – Jun 2022

- Prepared monthly Push batch calendar to drive and convert potential customers to browse and purchase in-app
- Launched copy refresh on triggered push notification Cart Abandonment campaign, expected to drive additional \$5M upon rollout
- Organized blueprint test campaign to measure impact of a push notification's title and body on engagement and revenue
- Generated actionable insights on campaign performance by analyzing data with pivot tables on Looker and Excel

LEADERSHIP EXPERIENCE

The Fashion Society

Boston, MA

President

May 2022 – May 2023

- Delegated tasks to team of 120+ to execute weekly events and a fully student-run annual Spring Fashion Show
- Developed and launched social media engagement plan to drive brand consistency and audience growth by 20%
- Implemented best practices of Slack communication and internal Notion documentation to standardize organizational structure
- Strengthened team cohesion through monthly bonding activities and community events

Women's Interdisciplinary Society of Entrepreneurship (WISE)

Boston, MA

Social Media Coordinator

May 2022 – May 2023

- Produced engaging social copy as well as interactive Instagram stories and reels to captivate WISE community of 3k+ members
- Ideated and executed innovative social campaigns for the 5 WISE professional development programs alongside VP of Marketing
- Curated weekly newsletter through content planning, email marketing design, and copywriting
- Drove 150% increase in average newsletter opens by introducing addition of personalized opening message and revitalizing design

EDUCATION

Northeastern University, D'Amore-McKim School of Business

Boston, MA

B.S. in Business Administration — Marketing & Marketing Analytics, Minor in Global Fashion Studies

GPA. 3.7

SKILLS & INTERESTS

Skills: Brand Strategy, Creative Direction, Social Media Management, Content Creation, Graphic Design, Copywriting

Technical Skills: Adobe Creative Cloud, Canva, CapCut, Dash Hudson, Final Cut Pro, Looker, Mailchimp, Monday, MS Office, Notion

Interests: Styling, Broadway Musicals, Hosting Dinner Parties, Cooking, Reading, Running