

Janet Ren Wang

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-Professional Experience-

Marketing Programs Specialist

July 2022-Present

VMware Palo Alto, CA

- Owns and directs VMware Horizon's solution campaign—driving high-impact demand generation, awareness, and sales acceleration programs and campaigns, resulting in a 15% increase in marketing-qualified leads (MQL) and marketing pipeline
- Streamlines management of assets and promotional materials essential for go-to-market activation and optimization, achieving decreased campaign execution time by 25% and increased asset engagement, click-through rates (CTR), and conversion rates
- Analyzes quarterly campaign performance, identifying areas for optimization and reporting campaign results to key stakeholders, resulting in data-driven campaign guidance and improvements
- Collaborates with a wide network of global stakeholders within Demand Generation, Field Marketing, Product Marketing, Partner Marketing, and Digital teams, as well as external agencies, to ensure alignment and execution of GTM strategy

Public Relations/Analyst Relations Intern

June 2021-September 2021

Hewlett Packard Enterprise San Jose, CA

- Amplified brand storytelling by drafting media lists, press releases, and pitching to reporters, increasing coverage by 25%
- Complied product announcement coverage reports and key headlines, presenting global press reach to company executives
- Conducted an internal research project to analyze HPE cultural and societal perceptions, distributed among 700+ employees

Content Marketing Intern

October 2020-June 2021

Ontraport Santa Barbara, CA

- Executed customer-facing copywriting for an audience of 7000 to aid consumer understanding of technical software concepts
- Drove SEO strategy by refining written content to match trending keywords, increasing website page traffic by 20%
- Composed video scripts for a customer onboarding tutorial series, prioritizing conversational tone and applying brand voice

Digital Marketing Intern

June 2020-September 2020

EduLastic Fremont, CA

- Published blog posts on WordPress dedicated to promoting digital assessments and customer stories, increasing visits by 70%
- Redesigned branding elements such as social media banners, icons, and presentation slides to unify aesthetics across platforms
- Generated creative social media content for Instagram, Twitter, and Facebook, increasing engagement rates by up to 110%

Digital Marketing Intern

November 2019-March 2020

YMCA Channel Islands Association Santa Barbara, CA

- Conducted market research to direct demographic-oriented initiatives for 6 YMCA locations, increasing membership retention
 - Revitalized "New Member" email funnels through A/B testing messages and designs, increasing open and click rates by 34%
 - Optimized Google Ads for the Summer Camp 2020 campaign by analyzing competitors and trending keywords
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-Leadership Experience-

Co-Editor-in-Chief

September 2020-June 2022

WORD Magazine UCSB

- Produced a 65+ page magazine within a 10-week publishing timeframe distributed to 22,000 people in the UCSB community
 - Directed the story writing process, from assigning pitches to executing an intensive copyediting process for grammar and style
 - Facilitated weekly meetings to foster creative collaboration and content development among the art and writing teams
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-Education-

University of California, Santa Barbara
Communication, BA; Art & Technology minor

Graduation: June 2022
GPA: 3.89 (*Dean's List*)

-Skills and Interests-

Skills | MarTech: Salesforce, Tableau, Marketo | GenAI Marketing Tools: JasperAI | Content Management & Creation: Digital Asset Management, Copywriting & Copyediting, Corporate Blogging, WordPress, A/B Testing | Social Media: Facebook, Twitter, Instagram, Hootsuite | Project Management: Jira, Asana, ClickUp | Microsoft Office & Google Suite | Canva, Adobe Premiere Pro
Interests | Handmade jewelry | Investigative journalism | Hiking | Experimenting with new recipes