

George Yang

Los Angeles, California

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Results-driven business graduate with diverse experience in customer success, marketing, and copywriting, eager to contribute to a dynamic team in a challenging full-time role that fosters growth, innovation, and impactful results.

Professional Experience

Firm Media; Ontario, CA; March 2025 – April 2025

Account Executive Manager

- Oversaw 10 client accounts, providing exceptional service to ensure seamless and successful website launches during tenure at Firm Media
- Utilized Basecamp and Zendesk to optimize workflows, enhance project transparency, and ensure timely, efficient updates
- Role ended due to company-wide layoffs following economic downturn

Self-Employed; Remote; January 2024 – Present

Writer and Consultant – Freelance

- Produce editorial and branded content for 60+ clients and major outlets including The New York Times, GameSpot, IGN Entertainment, NPR, Rolling Stone, Variety, and Crunchyroll
- Create high-impact e-commerce content for platforms like CNET and CNN Underscored, driving visibility and engagement
- Partner with leading video game studios to deliver detailed internal mock reviews and actionable feedback, helping refine and enhance game releases

Highwire Public Relations; Los Angeles, CA; April 2024 – July 2024

Copywriter – Contract

- Collaborated with cross-functional teams to craft strategic messaging that aligned with company goals and enhanced brand reputation
- Drafted press releases and thought leadership content to support public relations campaigns and external communications
- Created engaging PR and branded content for high-profile clients, including Walmart and DuploCloud, driving increased media coverage and audience engagement

Shokz; Austin, TX; August 2019 – January 2024

Customer Success Team Lead

- Led a team of 21 customer service agents, driving a 25% increase in customer satisfaction over 3 years through proactive support and issue resolution
- Partnered with stakeholders to develop email and chat macros, enhancing efficiency and customer experience
- Created and maintained product content and knowledge bases to improve workflows and support across phone, chat, and email channels
- Wrote promotional copy, helping drive up to 200% revenue growth during key holiday sales events
- Monitored customer satisfaction metrics in Salesforce, achieving a 96% CSAT score—well above the industry average of 73%

Gerson Lehrman Group (GLG); Austin, TX; October 2017 – July 2019

Senior Client Associate

- Managed 10+ hedge fund clients, connecting them with top experts for strategic consulting engagements
- Boosted revenue by 130% YoY through strong client service and retention
- Recruited 150+ experts, ranking #1 in North American Financial Services recruitment (Q1 2018)
- Supported due diligence and market research across corporate, financial, and public sector projects

Education

- Bachelor of Business Administration | The Ohio State University, Columbus
- UX/UI for Gaming Certification | ELVTR | Instructor: Ivy Sang, Blizzard Entertainment | March 2024