

Daniel Ang

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EDUCATION

New York University

B.S. in Media, Culture, and Communication | GPA: 3.83

Relevant Courses: Brand Strategy & Planning, Digital Business Strategy, Innovation in Marketing, Marketing for Impact

New York, NY

May 2024

PROFESSIONAL EXPERIENCE

VIAVIA.LIVE

Brand Marketing Intern

Los Angeles, CA

Aug 2023 – Nov 2023

- Conducted competitive analysis for 4+ competitors & internal review to identify brand positioning opportunities
- Developed growth strategies and managed brand's Instagram account; conceptualized Instagram feed, designed mockups, and consolidated UGC content; gained 3000+ followers organically in 2 months
- Coordinated with 7+ creators from the in-house creator program and assisted in TikTok & IG content production
- Executed monthly PR gifting to 40+ influencers; delivered creative briefs with merchandising team to communicate brand narrative and promote key SKUs to all necessary stakeholders

Sterling Brands

Strategy Intern

New York, NY

Jun 2023 - Aug 2023

- Conducted category & design audits for Estée Lauder, Skippy, Mars and other 3+ leading CPG brands; compiled brand & competitive analysis; consolidated brand & equities analysis into immersion presentation for 2+ brands
- Evaluated existing brand equities and ideated brand muse for 2+ cosmetic & skincare brands through analyzing 60+ Online Bulletin Board responses and 10+ virtual In-Depth-Interviews
- Assisted in 10+ key stakeholder interviews with senior Hormel leaders and identified key brand positioning opportunities, potential innovation pipeline, and other key messages for Skippy
- Led an intern project with 3 design interns and proposed a new plant-based SPAM sub-brand to Hormel Executives; conducted audit and researched consumer insights to develop positioning strategy, naming, and PDP design

Studio 71

Channel Strategy Intern

New York, NY

Jan 2023 - Apr 2023

- Optimized YouTube channel strategies for clients such as Apple Music, Disney, and Trixie & Katya to increase viewership and CTR; gained 12K+ followers in 2 months for one channel
- Improved SEO for 2+ YouTube Channel accounts using meta tags and keywords in copy writing; produced weekly channel performance reports with YouTube Analytics and Excel
- Ideated and produced 50+ YouTube Shorts across 3+ channels; published 8 Shorts with a total of 3M+ views, 4.1M shown in feed, and gained 10K subscribers for one channel over 3 months
- Researched and created 10+ YouTube and TikTok weekly trends reports; compiled 4+ educational one sheets on TikTok and YouTube platform features for clients and other departments within the organization

LEADERSHIP & PROJECT EXPERIENCES

Bridges for Enterprise, New York Chapter

Vice President, Outreach

New York, NY

Jan 2023 – Present

- Lead 3 teams of total 20+ members; design recruitment strategies; oversee team agenda and improve workflow
- Launch an alumni network for NY chapter including a LinkedIn page, alumni panels & mentorship program
- Update chapter brand book and reinforce chapter brand identities

Growth & Partnership Director

Jan 2023 - Dec 2023

- Collaborated with other NYU clubs to host 2+ professional panels with 50+ attendances

Atlantic Sea Farms

Brand Strategy & Marketing Consultant

New York, NY

Sep 2022 - Dec 2022

- Proposed a new brand strategy for seaweed products targeting the 30 to 40-year-old US demographic
- Designed and led 10+ ethnographic interviews; analyzed and produced target consumer insights, market landscapes, and brand's triple-value propositions
- Redesigned brand idea and brand promise using market research insights and brand narrative
- Created a new marketing campaign across 6+ distribution channels; designed 6+ digital mock-ups using Canva & Photoshop and created a campaign video using Final Cut Pro

SKILLS & OTHERS

Technical Proficiencies: Microsoft Office, G Suite, iWork, iMovie, Final Cut Pro, Canva Design, Procreate, Adobe Photoshop, WordPress, Wix, P5.js (Java Script), Google Analytics, Google Trends, Mintel, Stylus

Language: Native in Mandarin, English, Hokkien & Cantonese, elementary Spanish & Italian

Interests: Film Photography, traveling, Cooking and Food Ventures, Fashion