

Sasha Tang

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EDUCATION

Northeastern University, D'Amore-McKim School of Business

Boston, MA

B.S. in Business Administration, Concentrations in Marketing & Marketing Analytics

GPA: 3.7

Minor: Global Fashion Studies | **Relevant Coursework:** Advertising & Brand Promotion, Consumer Behavior, Marketing Research, Marketing Management, Marketing Analytics, Design Process Context & Systems, Fashion Marketing & Merchandising

PROFESSIONAL EXPERIENCE

@sashxtang

Boston, MA

Fashion Content Creator on Instagram & TikTok

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 Mugler and Innisfree 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

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 of successful variations
- 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

LEADERSHIP EXPERIENCE

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 2.7k+ 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
- Managed direct messages daily to cultivate strong relationships with our community and other Northeastern student organizations

The Fashion Society (TFS)

Boston, MA

President

May 2022 – May 2023

- Led weekly executive board meetings, fostering productive discussions around each team's tasks, challenges, and requests
- Delegated tasks to operations, marketing, and event management teams to achieve organization goals
- Implemented best practices of Slack communication and internal Notion documentation to standardize organizational structure
- Prioritized team cohesion by organizing monthly coffee chats and team bonding activities
- Pioneered monthly community events to create a welcoming atmosphere and a culture of inclusivity

Vice President (2021-2022), Women's Styling Lead (2021-2022), Graphic Designer (2020-2021)

Sep 2020 – May 2022

- Oversaw operations, styling, and marketing efforts of first TFS Spring Fashion Show in 3 years, attracting 200+ attendees
- Devised and launched social media engagement plan to ensure quality content with effective reach and consistent branding
- Conceptualized and executed Project Runway, a team competition of 40+ to increase fashion design and marketing knowledge
- Designed weekly meeting and event Instagram graphics (@northeasternfashion) that each generate ~600 impressions

SKILLS & INTERESTS

Skills: Social Media Management, Content Creation, Branding, Graphic Design, Copywriting

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

Interests: Creative Direction, Styling, Singing Soprano, Broadway Musicals, Cooking, Reading