

AMBERLY WANG

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ABOUT ME

Consumer-obsessed Strategist, a.k.a. (unofficial) private investigator of consumers, with 3+ years of strategy experience, based in Los Angeles.

EDUCATION

Chapman University

BS Business Administration - Marketing
Minor in Psychology

Courses

Mark Pollard's Sweathead & Julian Cole
Strategy Finishing School

HARD SKILLS

Organic Social | Social & Content Strategy, Creative Briefs, Social Listening, Reporting Analyses, Trend Watching & Response

Digital Advertising | Digital Campaign Briefs for Social, Display, Programmatic, Communications Planning, Consumer Research, Competitive Analyses, POV Writing, Yearly Planning Discussions

Tools | Sprinklr Reporting, Brandwatch, Meltwater, Cannes Lions Case Studies, Contagious

Social Platforms | Instagram, TikTok, Facebook, X, Pinterest, LinkedIn, YouTube, Snap, Reddit

WHO I AM

ENFJ from Myer-Briggs
Communication, Focus, Learner, Includer, Woo from CliftonStrengths

Mentor to Young Professionals

Paying it forward through mentorship of young professionals while learning about the new talent entering the industry.

EXPERIENCE

Senior Digital & Social Strategist || June 2023 - Present

RPA Advertising | Accounts: La-Z-Boy, TXU Energy, SoCalEdison, RPA Marketing, New Business

- Created inspiring platform briefs to activate La-Z-Boy's new brand platform in disruptive ways across media touchpoints.
- Developed social strategy playbooks, rooted in audience and cultural insights, to guide content creation & community engagement tactics.
- Partnered with creative, strategy, data, media and marketing teams to build effective go-to-market campaigns for energy client.
- Crafted agency POVs on social platform updates, shifting consumer behavior, and cultural trends.
- Briefed concepts rooted in subculture truths, driving record-high earned impressions and engagement.

Social Strategist || Jan 2022 - June 2023

RPA Advertising | Accounts: La-Z-Boy, Cedars-Sinai, SoCalEdison

- Earned internal and client buy-in on producing social-first video content, beating impressions and engagement benchmarks.
- Advocated for creative testing practice that unlocked new messaging and creative territories for healthcare client.
- Analyzed performance data and insights through lens of communications and creative to optimize organic and paid campaign assets.
- Introduced new production process for reactive brand activations to culture, generating record-high impression volume.

Paid Social Campaign Manager || Jan 2021 - Jan 2022

MuteSix | Accounts: 10+ eCommerce brands

- Briefed creative & managed lower-funnel social campaigns, strategically planning creative testing & optimizing campaigns for scale.
- Scaled client investment on Meta, Pin, Snap, and TikTok by 500% while playing a 4-in-1 role for multiple 6-7 figure DTC brands .
- Connected desk research with owned user data, forming winning strategies that drive performance across all social channels.

PROJECTS

Octagons Agency || Co-founder, Digital Strategist

- Founded a pro-bono, digital marketing agency to help small businesses in need during the COVID-19 pandemic

Competing Strategist || Indoor Recess

- Selected from 400 applicants to compete in a virtual ad campaign competition tackling a client brief from Color of Change, a nonprofit civil rights advocacy organization.