Sylvia Kang

PR and Marketing Professional

Boston, MA, USA

Portfolio link

Portfolio file

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Links

in **LinkedIn**

Languages

Mandarin

English

About

BRANDS WORKED WITH

Join PR   PRLab at Boston University   TribalVision

Experience

 Marketing Intern

TribalVision | Jun 2022 - Dec 2022

- Created monthly social media posts on LinkedIn to promote company blog posts.
-Launched quarterly newsletters and sent them to clients, including company awards, marketing trends, and webinars.
-Communicated with more than 50 clients to highlight the company's HubSpot service and handed clients' lists to the BD team for further corporations.
-Built business profiles on multiple platforms (e.g., StackServe and Clutch) to enhance company brand awareness.

Account Executive

PRLab at Boston University | Jan 2022 - May 2022

- Conducted a PR plan for Spark FM, including increasing brand awareness, arranging speaking engagements, and a final implementation plan.
-Created content and partnered with influencers on social media platforms (e.g., Instagram, Facebook, and TikTok), gaining 38k+ followers within three months.
-Rebuilt Spark FM's official website and regularly posted blogs and news to attract new visitors.
-Led the pitches to 20+ media outlets, and Boston.com featured Spark FM in one of its articles.
-Maintained relationships with 10+ Black-owned small businesses to enhance the company's reputation.

PR Intern

Join PR | Aug 2020 - Aug 2021

- Communicated with manufacturers and clients to arrange venues, rundowns, and gifts.
-Attended weekly meetings with the internal team and provided event ideas for to-be-launched campaigns.
-Organized brand media exposure reports using third-party platforms.
-Participated in over ten large-scale events as a media receptionist to promote events to attendance (e.g., magazines, newspapers, and media outlets)

Education & Training

2021 - 2023   **Boston University**

Master of Science, Public Relations

2016 - 2020   **Shih Hsin University**

Bachelor of Science, Advertising