

Andrew WANG

PROFILE SUMMARY

Andrew Wang is a Digital Marketing professional with a strong background in Management. Experienced in social media management, content creation, and data analytics.

Andrew Wang is adept at using data visualization tools , graphic design software and photography equipments, and he also has very strong theoretical and academical performance in the field of business study. (top 10% of his cohort at EMLyon Business School, MSc in Digital Marketing and Data Science).

PROFESSIONAL SKILL

Content Strategy Photography
Digital Marketing
Event Management

TECHNICAL SKILL

Photoshop Office & iWork
Data Visualization
AI Tools for Content

LANGUAGES

English (Fluently)
Chinese (Native)
French (Intermediate)

EDUCATION

Master of Science in Digital Marketing and Data Science

Paris, 2020 – 2022

EM Lyon Business School

Key Courses: Web Content Strategy, Store Digitalization, Data Visualization, Web Analytics, and Programmatic Advertising

BBA in Global Management

Sophia Antipolis, 2016 – 2020

Skema Business School

Key Courses: Brand Management, Marketing Strategy, Luxury Service and Product Management, HRM, Public Speaking and Presentation Skills

PROFESSIONAL EXPERIENCE

Communication & Marketing Specialist

Paris, 6 month, 2021

Phoenix Finance

- Managed social media platforms.
- Created literal and graphical content.

New Media Editor

Remote, 4 month, 2019

eCentime.com

- Created and designed graphical and textual content for the application and social media platforms

Marketing Operator

Frankfurt am Main, 3 month, 2018

Sinojobs GmbH

- Managed daily operations of digital marketing platforms.
- Created content for Chinese social media platforms.
- Designed graphics for various activities.