

DANIELLE WONG | 黃幸俐

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📍 Lakeville, MN

CONNECTIONS

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EDUCATION

University of St. Thomas (2016-20)

B.S. Communication and Journalism

- Minor: Justice and Peace Studies
- Study Abroad: National Chengchi University, Taiwan (February-June 2019)

SKILLS

- **Interpersonal Skills:** Intercultural competence and communication, idea generation and deadline execution, facilitation and conflict management
- **Written Skills:** AP Style, copywriting, copyediting, fact-checking
- **Tools:** Photoshop, Lightroom, Premiere Pro, Adobe Audition, AVID, Dalet, Canva, MailChimp, WordPress, Meltwater Social, SEO, Paid Social Media Advertising, Google Analytics
- **Platforms:** Instagram, Twitter, LinkedIn, Facebook, YouTube, Medium, TikTok
- **Languages - Reading/Writing/Speaking:** Mandarin (Intermediate), Spanish (Conversational), Bahasa Indonesia/Melayu (Beginner)

REFERENCES

Michelle Boykins

Senior Director of Strategic Communications at Asian Americans Advancing Justice | AAJC
mboykins@advancingjustice-aaajc.org
(202) 296-2300 x 0144

Sam Choo

Director of Podcasting, YR Media
sdchoo@gmail.com | (612) 805-2580

Chad Caruthers

Executive Director, ThreeSixty Journalism
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DIGITAL CONTENT & STRATEGY ASSOCIATE, COMMUNICATIONS

Asian Americans Advancing Justice | AAJC

(January 2021 - November 2022) (Hybrid Virtual/In-Person)

- Managed all social media platforms and utilized engagement analytics through Meltwater to plan, execute, and adapt successful digital advocacy campaigns/toolkits. Under her management, Advancing Justice | AAJC saw a **147% growth in followers** across all platforms compared to 2020, **353K total engagements** for 2021, and a **240.9% increase in website traffic** from social media/other sources.
- Collaborated across policy and program teams, corporate sponsors, and executive leadership to translate and implement organizational and partnership goals into monthly/yearly social media content strategy.
- Conducted social listening and culture research/interviews to pitch and implement innovative ideas for digital engagement, such as coordinating online events and creating visually engaging and accessible graphics, videos, one-pagers, and brand kits.
- Other key responsibilities included writing press releases, statements, blogs, monthly newsletters, email blasts, messaging guidance, talking points, and scripts for special events.

STRATEGIC COMMUNICATIONS MANAGER

WOC Book Club

(May 2020 - February 2021) (Volunteer)

- Led outreach initiatives on a team of five to plan and host online literary events for women of color and gender non-conforming readers and authors.
- Planned and produced social media graphics and videos on a schedule each month to promote organic growth, and assisted with the curation of digital content for email newsletters and blog posts.

DIGITAL MEDIA CONTENT PRODUCER

Call to Mind at Minnesota Public Radio

(May - June 2020) (Contract)

- Bolstered Mental Health Awareness Month initiatives and efforts by monitoring social media and current events to pitch original (and timely) story ideas and write impactful articles.
- Conducted extensive background research, reviewed on-air programming, interviewed mental health experts, and compiled mental health resources.

RESIDENT ADVISOR

Amerigo Education

(September 2020 - December 2021)

- Tutored, mentored, and supported 16 international high school students from Russia, China, South Korea, Italy, and Vietnam in their studies.
- Coordinated and budgeted field trips for students, conducted room checks, guided conflict resolution, and maintained campus policies to ensure their safety and well-being.

CLASSROOM LEAD INSTRUCTOR

ThreeSixty Journalism

(July 2019 - March 2020)

- Developed curriculum for ThreeSixty's summer TV Broadcast Camp and school year programming to empower the next generation of young, diverse storytellers.
- Managed day-to-day scheduling and collaborations with professional media partners on top of administrative tasks to ensure program days ran smoothly and each student would be well-equipped with the tools to tell the stories of their own communities.