

MICHAEL MA
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EDUCATION

University of Southern California, Los Angeles, CA

Aug 2024 – Dec 2025

Master of Arts in Public Relation and Advertising | GPA: 4.0

SKILLS

- **Graphic Design:** Figma (UI Page Design), Adobe Photoshop (Photo Editing), Canva (Poster Creation)
- **Language:** English (Native), Mandarin (Native), Cantonese (Advanced), Spanish (Advanced)
- **Data Management:** Microsoft Excel, Tableau, SPSS, SAP, Workday
- **Marketing Related:** MailChimp (HTML, Email Generation), Social Media Management (Instagram, Redbook)

PROFESSIONAL EXPERIENCE

Marketing/Online Operation Associate

Feb 2022 – Dec 2022

Weee!, Fremont, CA

- Designed daily banners, posters, webpages, and articles via Figma and Photoshop to promote new campaigns.
- Managed vendor relationships with the top 22 revenue-generating restaurants that brought in over \$100,000 weekly, which included overseeing daily communications, proposing new promotional strategies, and ensuring ongoing maintenance. These management efforts resulted in over \$90,000 growth in total weekly revenue.
- Generated and delivered daily promotional emails via MailChimp, actively tracking and analyzing external marketing data including bookings, reviews, average order amounts, and refund rates.
- Conducted market research on prices and promotions to reposition budget focus and maintain profit margins.
- Managed Instagram, WeChat, and Redbook accounts with a combined following of over 1800, effectively showcasing new promotions and collaborations with trending restaurants.

INTERNSHIP EXPERIENCE

Student Worker

Jun 2025 – Present

USC Annenberg US-China Institute, Los Angeles, CA

- In charge of reimbursements, budget checking, and other financial tracking via SAP and Workday.
- Assisting the program manager and director with PR-related tasks from event follow-ups to photobooks.

Media Center Assistant

Apr 2025 – Apr 2025

JM Eagle Championship, El Caballero Country Club, Tarzana, CA

- Assisted the tournament head of PR with news releases, interview setups, and media center preparations.

Marketing Intern

Aug 2020 – May 2022

Athletic Marketing, San Diego State University, San Diego, CA

- Assisted in collecting data on local high school and club sports teams to identify and engage potential target fan bases, resulted in increased attendance for women's tennis games.
- Collaborated on Photoshop and video editing projects to create pregame music mixes, team introduction videos, and game-day posters via Adobe Photoshop and Adobe Premier Pro.
- Designed and produced digital and written materials for email and phone marketing campaigns.
- Organized and submitted promotions for highway billboard marketing campaigns for baseball and softball teams.
- Managed game day fans-stands, effectively communicating with patrons to enhance fan attendance and obtain and incorporate feedback.

Strategic Development and Business Operation Intern

July 2019 – Aug 2019

Chinese Basketball Association, Beijing, China

- Conducted marketing research on Beijing's historical heritage sites, focusing on exploring their past collaborations with interactive brands, ranging from food and beverage companies to local banks, to draw inspiration for potential partnerships with the basketball industry.
- Generated innovative ideas from newly themed weekend/Chinese holiday game nights to region rivalry games as attempts to boost attendance and Broadcast ratings.
- Presented and pitched multiple collaborative ideas to the company, spanning from apparel to online promotion.