

Michael Ma

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SUMMARY

Michael Ma is an adventurous storyteller driven by a deep passion and respect for nature, seeking to connect with the world through his creative work. He is currently a second-year graduate student in public relations and Advertising at USC and a student worker at the USC U.S.-China Institute. Beyond school, Michael is an avid angler and investor, aspiring to one day merge his diverse passions into a meaningful and sustainable career.

EDUCATION

University of Southern California, Los Angeles, CA	Aug 2024 – May 2026
Master of Arts in Public Relation and Advertising GPA: 4.0	

PROFESSIONAL EXPERIENCE

USC Center on Public Diplomacy	Aug 2025 – Present
Student Worker, Los Angeles, CA	

- Help with event setup and manage guest list preparations to ensure smooth check-in and operations.
- Process expense reimbursements and organize documentation for accurate and timely reporting.

USC Annenberg US-China Institute	Jun 2025 – Present
Student Worker, Los Angeles, CA	

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

JM Eagle Championship, El Caballero Country Club	Apr 2025 – Apr 2025
Media Center Assistant, Tarzana, CA	

- Assisted the tournament head of PR with news releases and news searches.
- Helped LPGA set up interview room, and prepared media center for journalists.

Weee!	Feb 2022 – Dec 2022
Marketing/Online Operation Associate, Fremont, CA	

- Produced daily campaign visuals (Figma, Photoshop) and executed email marketing with performance tracking.
- Managed 22 restaurant partners generating \$100K+ weekly, drove \$90K revenue growth through creativities.
- Led social media for Instagram, WeChat, and RedNote, grew audiences and boosted campaign visibility.

Athletic Marketing, San Diego State University	Aug 2020 – May 2022
Student Intern, San Diego, CA	

- Collected data on local high school and club teams to identify target fan bases, increased attendance for women's tennis and lacrosse.
- Produced team intro videos, music, game-day posters, and other creative assets using Adobe Photoshop and Premiere Pro for basketball and baseball.
- Developed digital and written materials for email, phone, and billboard marketing campaigns supporting baseball, softball, and other sports programs.
- Managed game-day fan engagement, gathered feedback, and improved the overall attendee experience.

Chinese Basketball Association	July 2019 – Aug 2019
Strategic Development and Business Operation Intern, Beijing, China	

- Researched Beijing heritage sites and past brand collaborations to identify partnership opportunities for the basketball industry.
- Developed concepts for themed game nights and regional rivalry events to boost attendance.
- Pitched multiple partnership ideas across apparel, digital promotion, and fan engagement.

SKILLS

Passion: Fishing (Ocean, Lake, River), Tennis, Cooking, Golf, Hiking

Design: Figma (UI Page), Adobe Photoshop (Photo Editing), Canva (Poster Creation)

Language: English (Native), Mandarin (Native), Cantonese (Advanced) **Data Management:** Excel, Tableau, SAP, Workday

Marketing Related: MailChimp (HTML, Email Generation), Social Media Management (Instagram, Redbook)