

Priscilla Victoria Kwok

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EDUCATION

University of California, San Diego San Diego, CA
Bachelor of Arts, International Business and minor in Marketing March 2023
Relevant Course: Calculus, Product Promotion and Brand Management, E-commerce, CSR, Business and Organization Leadership, Global Business Strategy, Business Project Management, Managing Diverse Teams, Enterprise Finance.

EXPERIENCE

Caravann Consulting Berkeley, CA
Marketing Intern September 2023 - Present

- Worked directly with the Head of Marketing to build marketing campaigns, generate content for the company's website and LinkedIn profile, and create reports on the company's benchmarking and growth.
- With the Future of Work Summit happening in March 2024, I assisted the marketing team in building Caravann's event website. Making sure all the information is clear and that the website is on brand.

Bridge In Spain, Portugal (Remote)
UX Designer July – August 2022

- Redesigned the company's employees and clients' communication web platform, Bridge In Connect, through an iterative method using the Figma tool to build prototypes to showcase to the managers of the division.
- Conducted research on potential users and created user personas and journeys to develop design goals for the redesign and define product features. Utilize the research to build ideal web platform that meets users' needs.

Hungry Belly – A banana bread pudding online shop Bandung, Indonesia
Co-Founder July 2020 – July 2021

- Developed Hungry Belly's business plan by executing extensive research on target markets, sustainable ingredients, and authentic packaging.
- Managed the company's financial report to set budgets and have an overview of the company's performance per month. By the end of June 2021, we profited 46.15%.
- Designed and conducted marketing strategies for our Instagram platform using Canva. Within one year, we reached more than 3,000 accounts on Instagram.

Exsport Indonesia Bandung, Indonesia
Marketing Intern July – August 2019

- Closely assisted the Head of Marketing with their research on potential organizations to collaborate with, coordinate events, and strategize marketing campaigns for their social media, Instagram.
- Accommodate the team during their monthly event, Exsport Goodness Class, which partnered with a photo studio to promote learning skills to young striving girls by assisting with the administration and documentation.

LEADERSHIP & ACTIVITIES

PERMIAS SDIA San Diego, CA
Public Relations Officer May 2022 – May 2023

- Initiated marketing campaigns to help gain connections with Indonesian students in San Diego by creating 'SDiaries' where key community members take over the club's Instagram and post their day-to-day activities on Instagram stories while answering questions from the community.
- Coordinated multiple social events, one of them was our Welcoming Party which was handled by the ten officers. I constructed marketing strategies that allowed us to surpass the attendance goal by 60%.

iXperience –Delivery App Project United States (Remote)
Participant July - August 2021

- The project objective was to create a delivery app prototype, Health Up, with a team of five where we went through each design process. By conducting research on potential users, building user personas and journeys, managing usability and A/B testing, sketching out Crazy 8s and detailed prototype features, and creating low and high-fidelity prototypes.

ADDITIONAL

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- **Software Skills:** HTML, CSS, JavaScript, Figma, Miro, Microsoft Office (Excel, Word, Power Point), Canva.
 - **Languages:** English (professional), Bahasa Indonesia (native), Chinese Mandarin (elementary).
 - **Certificates:** Coursera – Introduction to Front-End Developer, Codecademy – Front-End Engineering (on-going).