

Sisa Wang

180 Cherry Leaf Cove | (901) 338-4042 | sisawang8@gmail.com | sisathemuse.com

INTRODUCTION

Creative marketing & communications professional seeking fulfillment in a positive, purpose-driven environment. With over 10 years of strategic marketing experience, I am skilled in developing creative content, crafting communications, managing projects, and establishing new processes.

KEY EXPERIENCE POINTS

- Spearheaded development of creative content for international consulting firms, start-ups, and local nonprofits
- Established internal communication channels with vendors & associations utilizing video, audio, and text to disseminate in-house subject matter expertise
- Freelance writer/producer for independent films
- Implemented software for account management and asynchronous project communications
- Produced press releases, event invitations, and monthly newsletters for thousands of readers
- Performed public speaking in event forums and through local media on behalf of various Memphis-based nonprofits & projects

EDUCATION & ASSOCIATIONS

Christian Brothers University

*Master of Business Administration
Business Administration and Management*

*Memphis, TN
Aug 2016 – Dec 2018*

University of Memphis

*B.B.A. International Business
B.L.S. Asian Studies/International Trade
Minor: Japanese Language*

*Memphis, TN
Aug 2006 - May 2011*

ASSOCIATIONS: Participant of the Helen Hardin Honors Program 2006-11, Event Coordinator for student organization IDEAS, MILE Protege, President of the U of M Chinese Culture Club, New Memphis EMBARK Alumn– Fall 2013, Participant Mentor - MILE Program Fall 2021-Spring 2022, Board Member – VOX Chair 2022 for Public Relations Society of America (Memphis Chapter), Board Member – 2023 & 2024 Events Chair for the Chinese Historical Society of Memphis, Cloud901 CrewUp Film Mentor of the Year 2024, Event Organizer for the Lunar New Year Fair at the Agricenter 2025.

LANGUAGES, CERTIFICATIONS & INTERESTS

LANGUAGES: English, Mandarin Chinese

CERTIFICATIONS: Certified Digital Marketing Professional, Jan. 2020; Content Audit Analysis Oct. 2020

INTERESTS: Sharing tea, creative writing, videography, mentorship

PROFESSIONAL EXPERIENCE

Memphis Museworks

Freelance Marketing Consultant

*Memphis, TN
Jan 2022– Current*

- Performed public relations & event management for various local organizations including the Chinese Historical Society, GMUCA, and The Epicenter of Memphis.
- Co-wrote, edited, & produced screenplays for Blue Lion Pictures and for 2022 Memphis Indie Film grant award winner, Bluff City Chinese – A Documentary.
- Provided content strategy, writing, and conference support for a West Coast AI Banking FinTech startup.
- Provided interim operations and management support for a local HR consulting firm.

UrbanArt Commission

Memphis, TN

Communications Manager

Apr 2024– Sept 2024

- Led strategic communications to boost visibility & engagement through emails, social media, and events.
- Authored press releases, event invites, and newsletters, reaching thousands with timely updates.
- Coordinated event planning and coverage, documenting content with blog posts, photos, and videos.
- Updated the Squarespace website & social media pages - Facebook, Instagram, YouTube, and LinkedIn.
- Published UAC events for public engagement on Eventbrite, ArtsMemphis, and I Love Memphis Blog.
- Created graphics for events, artist calls, and projects using Canva and CapCut for brand consistency.
- Analyzed, improved, and reported on communications metric in social media, website, and email.
- Managed CRMs (Constant Contact & Mailchimp) to re-established UAC's digital audience lists.

Strategic Resource Management, Inc.

Memphis, TN

Digital Marketing Manager

Jan 2021 – Oct 2021

- Communicated with executive team and internal subject matter experts (SMEs) to plan, curate, and copy edit trending content for press releases, industry articles, trade show presentations, interviews, podcasts, and social media campaigns in banking, credit union, payments, and other media outlets.
- Established company internship program and managed onboarding, training, and performance evaluation.
- Oversaw the digital integration of SRM's NetSuite & HubSpot databases with a third-party vendor.
- Collaborated with creative assets and third parties in the planning and execution of consumer & customer surveys to collect data in response to the Covid-19 pandemic.
- Trained new members of the team and coordinated tasks to support sales initiatives.

Marketing & Communications Strategist

Jul 2018 – Dec 2020

- Planned annual content calendars, coordinated campaign strategy development, and maintained project management records in Toggl.
- Coordinated rebranding of the logo, website, service collateral, and advertising.
- Copyedited "The Bottom Line" blog, distributed weekly to thousands of FinServ readers.
- Published quarterly newsletters, persona-based service launches, white papers, & video interviews.
- Managed social media posts for Facebook, LinkedIn, Twitter, Google + using HootSuite and HubSpot.
- Established company internship program and managed onboarding, training, and performance evaluation.
- Piloted the company's first LinkedIn and Google Ads campaigns.
- Monitored campaign performance and recorded deviations from the department's annual budget.

Executive Assistant to the CEO and President

Feb 2015 – Jun 2018

- Assisted the CEO and SRM's president to organize schedules, travel, emails, files, hiring, and reporting.
- Scheduled, planned, and coordinated company events including annual meetings, board meetings, advisor retreats, onboarding visits, professional portraits, and executive outings for groups of 20 - 100 attendees.
- Compiled and edited the company playbook 2015 - 2021 to facilitate executive scaling and onboarding.
- Digitized thousands of legacy documents & restructured the shared drive file folders.
- Designed, edited, and formatted company-branded materials for monthly, quarterly, and annual executive audiences in PowerPoint, Publisher, Word, and Excel.

HRO Partners, LLC

Memphis, TN

Office Administrator/Colonial Life Key Office Person

Aug 2012 – Dec 2014

- Administered daily business operations for the firm by answering HRO Partners and Colonial Life customer service lines, scheduling appointments for multiple calendars, organizing and filing data, generating reports, working with vendors, greeting visitors, and maintaining the office space.
- Used Microsoft Publisher, Excel, PowerPoint, and other programs to design graphics for digital and print literature in preparation for sales and event campaigns.
- Managed events from email promotion, to registration, to day-of coordination using Constant Contact.
- Planned, composed, and scheduled network-wide announcements and invitations.
- Provided technical support on office electronics including smartphones, desktops, and laptops.
- Updated and performed general administration for the computer backup system, cloud data, social media platforms, and the company website.
- Provided Colonial Life customer support concerning voluntary insurance benefits.
- Organized and maintained the marketing collateral inventory for Colonial Life insurance products.

Stix Japanese Restaurant

Server/Hostess

Collierville, TN

Jun 2007– May 2011

- Organized and executed seating over 1,000 customers per night.
- Provided diligent, friendly, and timely service to an average of 100 dine-in customers per night.
- Assisted in the methodical preparation, quality control, and delivery of deliverables working in concert with full kitchen, floor, and front-of-the-house staff.