Gladys Kwong Jing Ying

Los Angeles, CA | 310-625-4979 | gladyskwong@g.ucla.edu | linkedin.com/in/gladyskwong

PROFESSIONAL SUMMARY

Multilingual growth marketing, public relations, and outreach professional (English, Chinese, Malay) with experience in social media marketing, content creation, event promotion, and community engagement across the U.S. and Malaysia. Founding Growth & Marketing Lead at a student network startup. Grew sales up to 50% and built a 200-member loyalty community.

EXPERIENCE

Founding Growth & Marketing Lead | Campus Arena, Los Angeles, CA Oct 2026 – Present

- Lead growth and marketing for a verified student knowledge and community network, owning social media strategy and content across Instagram, TikTok, and LinkedIn
- Develop the UCLA launch strategy: research student communities, connect with student organizations, conduct student outreach, and identify potential campus ambassadors
- Test messaging, content formats, and acquisition channels, using engagement and activation metrics to refine campaigns
- Build a repeatable university growth playbook to support expansion to additional campuses

Brand Ambassador & Content Creator | Freelance, Los Angeles, CA & Malaysia Summer 2026

- Staffed a 3-day VITA booth, explaining the new product to customers and driving repeat visitors who returned to buy
- Assisted Manyo Skincare's UCLA booth by guiding customers through sign-up and purchase, managing the line, and explaining the product
- Created sponsored content for Manyo Skincare, HYGR (Malaysian organic dairy), and Costco x VT Cosmetics, with personal content reaching up to 5,000 views and 200 likes (typically 80+ likes)
- Tracked social media trends to adapt and personalize content

Public Relations Representative | UCLA International Student Center, Los Angeles, CA Jan 2026 – Jun 2026

- Managed Instagram content, communications, and outreach to promote center events and resources to international students, with posts averaging ~100 likes
- Planned and promoted events averaging 20–30 attendees, plus larger co-hosted events with student clubs and campus dining (cultural food event)
- Served as primary liaison between the center and the international student community

Marketing Coordinator | USAPPS (Non-Profit), Kuala Lumpur, Malaysia Jun 2025 – Aug 2025

- Supported U.S. education and scholarship outreach to 200+ Malaysian students, with ~100 attendees at events
- Responded to ~40 Instagram direct messages from prospective international students, resolving inquiries and concerns
- Maintained the FAQ log to keep answers consistent

Marketing Representative | PakopiBah HQ Sabah, Kota Kinabalu, Malaysia Dec 2023 – Dec 2025

- Increased sales by up to 50% in 3 months through targeted social media campaigns for fundraisers, school events, weddings, and private functions
- Launched a VIP loyalty group of ~200 members, about half actively redeeming discounts; drove repeat business from nearby workers, including bulk orders and catering
- Produced multilingual content (English, Chinese, Malay) to engage diverse audiences and event partners

EDUCATION

University of California, Los Angeles (UCLA), Los Angeles, CA Expected Jun 2027

Bachelor of Arts, Southeast Asian Studies; Minor in Public Affairs

- Bruin Model United Nations, Staff: coached high school delegates in debate, reviewed speeches and research, and gave feedback
- K-12 Tutor, U.S. Neighborhood Youth Association: weekly reading and homework support for a rotating group of ~5 students
- International Student Forum

Santa Monica College, Santa Monica, CA Dean's List

SKILLS

Marketing: Growth Marketing, Social Media Marketing, Content Creation, Content Strategy, Brand Promotion, Email Marketing, Public Relations, Event Planning, Community Engagement, Campus Outreach

Tools: Canva, Microsoft Excel, Instagram, TikTok, LinkedIn, Facebook, Xiaohongshu, WhatsApp, WeChat

Core Strengths: Cross-Cultural Communication, Relationship Building, Leadership, Problem-Solving

Languages: Chinese (Fluent), English (Fluent), Malay (Fluent)