

Timothy Fong

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EDUCATION

University of Washington, Seattle

June 2029

Marketing and Information Systems (Certificate in International Business)

Relevant Coursework: Geodemographics, Introduction to Data Science, Marketing Concepts, Statistical Methods, Strategic Business Communication, Microeconomics, Macroeconomics

EXPERIENCE

American Marketing Association (AMA) – Agency

Seattle, Washington

Consultant

September 2025 – April 2026

- Delivered a full marketing plan for a local small business over several months as part of a consulting project
- Analyzed target demographics, competitors, and customer behavior to identify growth opportunities
- Presented recommendations to our client, leading to increased 78% increase in customer retention and online visibility

Millbrae Bible Church - Camptoons

Millbrae, California

Director (Seasonal Role)

December 2025 – July 2026

- Planned, led, and managed over 50 staff members to execute a 5-week summer program for over 100+ youth
- Ran weekly leadership meetings with leadership team members to set program goals and delegate operations
- Built shift schedules, timelines, and coordinated interviews covering 50+ staff across a span of over 20 weeks

Asian Business Student Association

Seattle, Washington

Event Director

May 2026 – Present

- Planned and ran social and philanthropic events each quarter for 50+ members
- Coordinated with local companies and campus organizations to collaborate for social events
- Organized mentorship program with officers and mentees, including social outings and professional development seminars

PROJECTS

World Happiness Report (Country rankings by life evaluations)

- Developed an interactive Tableau dashboard analyzing the World Happiness Report (2011–2025) to evaluate global trends, geographic distributions, and economic drivers of country life evaluations
- Leveraged Excel to clean and process a 15-year dataset, systematically removing duplicate records and resolving null variables to establish highly reliable analytical foundation
- Proved a strong statistical correlation between higher national GDP and increased citizen life satisfaction

QUALIFICATIONS & RELEVANT SKILLS

- Interested in data analysis, market research, and product management
- Experience in managing, overseeing, and collaborating with teams across different environments
- Proficient in Tableau, PostgreSQL, ArcGIS, Canva, and Microsoft Office (Excel, Word, PowerPoint)
- Familiarity in Databricks, AI Automation (Claude, Copilot, ChatGPT), and Google Workspace
- Tri-lingual (Mandarin, Cantonese, English) with comfort in multicultural situations

ADDITIONAL EXPERIENCE & ACTIVITIES

Huskies for Kids, Model United Nations, Christian Business Leaders, LUX Film Production, Asian American Intervarsity Fellowship, Common Ground Fellowship