



Sylvia Kang

PR and Marketing Professional

📍 Boston, MA, USA

🟢 Sylvia is **Available to work**

[Portfolio link](#)

[View profile on Dweet](#)

Links

[LinkedIn](#)

Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions

Skills

Media Writing (Advanced)

Media Pitches (Advanced)

PR Plan (Advanced)

Event Planning (Advanced)

Event Production (Advanced)

Social Media Management (Advanced)

Content Creation (Advanced)

Time Management (Advanced)

Multitasking (Advanced)

Languages

Mandarin

English

About

BRANDS WORKED WITH

TribalVision

PRLab at Boston University

Join PR

Experience



● Marketing Intern

TribalVision | Jun 2022 - Dec 2022

- Created monthly social media posts on LinkedIn to promote company blog posts.
- Launched quarterly newsletters and sent them to clients, including company awards, marketing trends, and webinars.
- Communicated with more than 50 clients to highlight the company's HubSpot service and handed clients' lists to the BD team for further corporations.
- Built business profiles on multiple platforms (e.g., StackServe and Clutch) to enhance company brand awareness.

● Account Executive

PRLab at Boston University | Jan 2022 - May 2022

- Conducted a PR plan for Spark FM, including increasing brand awareness, arranging speaking engagements, and a final implementation plan.
- Created content and partnered with influencers on social media platforms (e.g., Instagram, Facebook, and TikTok), gaining 38k+ followers within three months.
- Rebuilt Spark FM's official website and regularly posted blogs and news to attract new visitors.
- Led the pitches to 20+ media outlets, and Boston.com featured Spark FM in one of its articles.
- Maintained relationships with 10+ Black-owned small businesses to enhance the company's reputation.

● PR Intern

Join PR | Aug 2020 - Aug 2021

- Communicated with manufacturers and clients to arrange venues, run-downs, and gifts.
- Attended weekly meetings with the internal team and provided event ideas for to-be-launched campaigns.
- Organized brand media exposure reports using third-party platforms.
- Participated in over ten large-scale events as a media receptionist to promote events to attendance (e.g., magazines, newspapers, and media outlets)

Education & Training

2021 - 2023

● Boston University

Master of Science, Public Relations

2016 - 2020

● Shih Hsin University

Bachelor of Science, Advertising