

# Wesley Yang

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## EDUCATION

University of California, Riverside  
B.S., Business Administration (Information Systems)

2013 – 2017

## WORK EXPERIENCE



### Manager, Digital Activation (Apple)

OMD, OMG

Los Angeles, CA

March 2021 – Present

- Lead and define paid Social strategic approach for Apple's LATAM markets across iPhone, iPad, Watch, Mac, AirPods, Apple Music, & Apple TV+, resulting in the adoption of 3 new platforms across 4 markets and a 5x increase in Social revenue QoQ
- Manage innovation planning with dedicated budgets across platforms for new partner testing, whitelisting of Alpha & Beta programs, new creative messaging/formats, and optimization and measurement opportunities
- Collaborate with Media Arts Lab and Apple Inc to bring innovative content and best practices on media execution
- Nurture team members to become strong, trusted team resources from both an internal and client-facing perspective



### Manager, Paid Social (GoPro | Columbia Sportswear)

Reprise Digital

Los Angeles, CA

Dec 2020 – March 2021

- Owned paid Social strategy and execution for GoPro and Columbia Sportswear across APAC, EMEA, Canada, and North America regions with \$5MM+ QoQ, exceeding ROAS goals by 20%
- Built and presented QBRs/campaign reports to domestic + global clients, providing insights and recommendations
- Partnered closely with social vendors to develop testing opportunities to help clients understand what role their media plays within the customer journey
- Led a team of 5 associates/specialists to craft tactical recommendations and assure that campaigns are set up for success



### Strategist, Social (HBO Max)

Hearts & Science, OMG

Los Angeles, CA

May 2020 – Dec 2020

- Oversaw successful product launch of HBO Max for Social by collaborating with cross-functional teams, generating 4.1 million subscribers within the first month of release while exceeding CPA targets by 40%
- Increased Social investment by 2x QoQ to \$60MM+ by implementing mid/low funnel and cross-channel campaign strategies, including optimizations and performance analyses across Snapchat, Facebook, Twitter, Pinterest, & TikTok
- Drove adoption of 3 product betas per quarter to spearhead innovation and testing across business unit
- Streamlined campaign launch, trafficking, and QA operations alongside Ad Ops and Marketing Science teams to ensure data integrity and performance



### Advertising Strategist (HP | Carnival Cruise Line | Foot Locker | Singapore Airlines | LG | UNICEF)

PHD Media, OMG

Los Angeles, CA

March 2019 – April 2020

- Led paid Social/SEM campaign activation plans, including tactical presentations and budget allocations up to \$4MM+ per quarter across Facebook, Twitter, Snapchat, Pinterest, LinkedIn, Google & Bing, representing 40-100% YoY growth in investment for 6 newly on-boarded client campaigns and projects
- Owned relationships with day to day clients, leading to 1-2 new platform adoptions across client LOB's per semester
- Managed and on-boarded 6 coordinators in Paid Social and SEM disciplines along with campaign management best practices from pacing, reporting, optimizations, as well as billing



### Advertising Coordinator (Intuit | HP)

Resolution Media, OMG

Los Angeles, CA

December 2017 – March 2019

- Managed full funnel campaign planning for Intuit QuickBooks and HP's PC & Print LOB's, representing \$8MM+ Annual investment, driving 100% YoY growth in social budget investment, activating 2 new LOB's for client portfolios
- Built Social/Search campaigns across Google, Bing, Facebook, Twitter, Snapchat, Pinterest, and LinkedIn, driving 30% more efficient performance compared to business benchmarks
- Developed ad copy on Google/Bing for various Hewlett Packard products to support client launches

## ADDITIONAL SKILLS

- Platforms: Facebook, Snapchat, Twitter, Pinterest, TikTok, Google Adwords, Bing, Search Ads 360
- Certifications: Facebook Blueprint, Google Adwords
- Software: Microsoft Suite, Microsoft Power BI, Adobe Premiere Pro, Photoshop, Lightroom
- Language: Proficient in Mandarin (reading, writing, speaking)
- Hobbies: Basketball, Break Dancing, Video-Editing, DJing