

Matt Hong

Hello! I am a marketer, a student, an artist and an activist.

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EXPERIENCE

Salesforce, San Francisco — *Product Marketing*

JULY 2016 - PRESENT

Assist in the product launch of Field Service Lightning through internal enablement, thought leadership, data analysis, product demos, SEO, customer interviews, campaigns, event support and content creation

mixathon48, San Francisco — *Co-Founder, Internal Director*

MAY 2016 - PRESENT

Ensure the organization's workflow is operating as efficiently as possible
Manage finances and secure funding through non-profit grants and donations
Lead all IT efforts as well as analyze user traffic to plan marketing strategies

Sprinklr, San Francisco — *Success Management*

JANUARY 2016 - MAY 2016

Maintain and manage relationships with clients to ensure client happiness

EDUCATION

University of California, Berkeley

AUGUST 2013 - MAY 2017

B.S. in Business Administration
B.A in Economics, Minor in Entrepreneurship and Technology
Cumulative GPA: 3.7 / 4.0

PROJECTS

mr. hong — *Musician and DJ*

Make and produce hip hop music, perform shows and handle all artist operations.
Released four projects (3 EPs and an album) in the last two years.

Sindo Clan — *Founder and Curator*

Founder and curator of an Asian art collective encompassing visual, music, and photography

SKILLS

Javascript, HTML, CSS

STATA, Excel, SQL

Python, Java

Photoshop, Illustrator

Salesforce CRM, Apex

AWARDS

Wharton Innovation Award for mixathon48's new method to providing creative education

Dean's List for attaining a GPA in the top 4% of UC Berkeley

Pollination Project Award for inspiring social change in music

Hosted **Urban Outfitters**

Weekend Warmup for Aug 2017

PUBLICATIONS

Effects of Sudden Tuition Hikes on Immediate Post-Graduate Salary: Case Studies in Six States Economic Honors Thesis written under the guidance of Professor Patrick Kline

LANGUAGES

Fluent in English, Mandarin

Knowledge in Spanish, Japanese