

Leon Y. Jang

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OBJECTIVE

To gain more experience in the marketing industry in the form of an entry-level position.

EDUCATION

Louisiana State University (LSU)

E.J. Ourso College of Business

Marketing B.S.

Minor in Information Technology Management

Baton Rouge, LA

Fall 06 – Fall 10

Graduation Date: Dec 2010

EXPERIENCE

Lamar Advertising

Sales/Marketing Intern

Baton Rouge, LA

Spring 10 - Present

- Creating sales materials and geographic market research for a sales force of 900+ Account Executives.
- Supply sales force with market specific sales materials assisting in closing business contracts.

Louisiana State University University Recreation (LSU UREC)

Senior Graphic Designer

Baton Rouge, LA

Fall 09 – Summer 10

- Produced creative promotional materials for UREC sports programs and campaigns for specialty courses.
- Involved in design of posters, logos, t-shirts, signage, and digital signage.

Louisiana State University (LSU) Student Media

Graphic Designer

Baton Rouge, LA

Fall 08-Spring 09

- Provided graphic design and creative solutions for various local companies.
- Published in LSU Student Newspaper “The Daily Reveille” and the LSU Student Yearbook “Gumbo”.
- Part of the advertising team to win the College Newspaper Business and Advertising Managers Award (National).

VIA Technologies

Sales/Marketing Intern

Fremont, CA

Summer 08

- Responsible for Customer Relations Management (CRM) and Sales Force Automation (SFA) Administration.
- Administered, customized, implemented the Netsuite CRM/SFA as well as provide training and tech support.
- Provided creative content in the form of the graphic design for Datasheets and Email Campaigns.
- Designed and executed an email campaign which was sent to more than 10,000 people which increased product website hits by 10 times.

Southwestern Company

Door to Door Salesman

Nashville, TN / Hendersonville, NC

Summer 07

- Received an intensive 1 week training program to improve sales skills in Nashville, TN
 - Built work ethic by working 80+ hours a week, averaging 14 hours a day.
 - Improved organizational skills, communications skills, and persuasive skills.
 - Adjusted personal mentality to build necessary skills to improve sales.
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SPECIAL SKILLS, ACTIVITIES, & HONORS

- Mandarin Chinese Language
- Multicultural Background – Moved from Ohio, Texas, Singapore, California, Louisiana
- Adobe Photoshop, Dreamweaver, Illustrator
- Microsoft Office
- Visual Basic, Access SQL
- LSU Badminton Club President
- Dean’s List (Fall 06, Fall 08, Fall 09)
- National Society of Collegiate Scholars
- Southwestern 1-week Sales School.