

MOYUAN YUAN

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EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA

May 2026

Master of Business Administration (STEM)

- **Graduate Certificates:** Product Management; Marketing (Expected Fall 2025 Completion)
- **Scholarship:** Forté Fellowship – recognized for leadership and academic excellence; substantial scholarship recipient
- **Leadership:** Executive Vice President, Marshall Interactive Gaming Association
- **Course Project:** Led Disney+ product optimization project to address slowed user growth through market research, competitive analysis, and new feature ideation; received highly positive feedback from the client for strategic insights

University of California, Davis – Davis, CA

March 2021

Bachelor of Arts in Economics (STEM, Finance Track) & Design (UI/UX Focus)

EXPERIENCE

FableToons, LLC – Los Angeles, CA

May 2025 – Aug 2025

Consultant Intern

- Collaborated with the founder and advisors from Nickelodeon, Cartoon Network, Amazon Studios, and Paramount+ to shape and execute the go-to-market strategy for a digital comics start-up building a next-generation storytelling platform
- Conducted competitor benchmarking and developed a GTM playbook with organic user acquisition, community-building strategies, and marketing funnel optimization
- Executed user journey mapping, survey design and distribution across channels, and qualitative research to guide product-market fit and feature roadmap

USC Advanced Games Project “Richard” – Los Angeles, CA

September 2024 – May 2025

Marketing Co-Lead

- Worked directly with the producer and a cross-functional team of ~40 throughout the full production cycle
- Designed the studio logo and visual identity, and launched social media channels to build brand presence and share production progress
- Produced promotional assets, managed content calendars, and supported player engagement through milestone announcements, playtesting events, and booth presence at the USC Games Expo
- Collected player feedback from early testers and integrated insights into marketing communications and strategy

Time Advertising, Inc. – Millbrae, CA

April 2022 – April 2024

Account Manager

- Led major projects, product campaigns, launches, events, PR initiatives, and sponsorships with ~\$2M annual budgets; analyzed data, developed forecasts and reports, ensured budget compliance and delivered tailored solutions
- Assisted a premier sponsor with a \$4.6M sponsorship at APEC San Francisco 2023; published multilingual press releases, secured media exposure, and represented the client sponsor at the Mayor’s Office press conference and media reception
- Managed key casino and gaming client relationships by developing tailored marketing strategies, negotiating service terms, and leading cross-functional teams (design, media, PR, finance) to deliver solutions; resolved issues promptly and ensured smooth campaign execution, fostering long-term partnerships
- Strategized and launched a website product redesign; conducted competitive analysis, in-depth research, and iterative testing to enhance features and UX, resulting in an 80% increase in user engagement

ZGC Capital Corporation – Santa Clara, CA

June 2021 – March 2022

Marketing Specialist

- Developed and launched multichannel product campaigns (press, social media, Google Ads, website); increased impressions by 35%, inquiries by 25%, with 50%+ conversion rate
- Led marketing for Innovation & Tech Summit with 20+ speakers (Turing Award winners, Stanford professors), drawing 500+ attendees (30% YoY growth); managed branding, speaker outreach, and engagement strategy
- Analyzed monthly ops and BD data via Excel; delivered actionable insights to management that guided strategic planning
- Strategized and served as the first point of contact for new clients, delivering exceptional client service and earning consistently positive feedback

Percolata Corporation – Palo Alto, CA

November 2020 – February 2021

Visual Design Intern

- Created comprehensive brand guidelines, redesigned a subsidiary logo, and developed a finance algorithm product website. Optimized UX through user research, iterative feedback, and cross-functional collaboration. The final product design remains in active use.
- Designed engaging digital and social media assets using Figma, Wix, Illustrator, Photoshop, and InDesign to deliver cohesive branding across multiple platforms and significantly strengthen overall brand identity

SKILLS

- **Analytics & Project Management:** Google Analytics GA4 (Certified), Google Search Console, Microsoft Project, @RISK, R Studio, Trello, Asana, Notion, Miro, Microsoft Office Suite (Word, Excel, PowerPoint, Teams)
- **Design & Creative Tools:** Figma, Adobe Creative Cloud (Illustrator, Photoshop, InDesign, XD, Premiere, Audition), Canva, SketchUp, Rhinoceros 3D, Twinmotion, Wix, WordPress
- **Marketing & Social Media:** Google Ads, Google Tag Manager, Meta Business Suite, Mailchimp, LinkedIn, Discord, Slack, Twitch
- **Programming Languages:** HTML, CSS, JavaScript, Processing
- **Languages:** Mandarin Chinese (*Native*)