

MOYUAN (VIVIAN) 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:** Marketing; Product Management; Strategy and Management Consulting
- **Scholarship:** Forté Fellowship – recognized for leadership and academic excellence; substantial scholarship recipient
- **Leadership:** Executive Vice President, Marshall Interactive Gaming Association

University of California, Davis

Davis, CA | **March 2021**

Bachelor of Arts in Economics (STEM, Finance Track) & Design (UI/UX Focus), GPA:3.64

GAMING & CREATOR ACHIEVEMENT

- Community- and player engagement-focused Bilibili streamer (Agency-partnered); Founder & admin of a 250+ member Discord server
- Ranked competitive player: Valorant (Immortal), Arena of Valor (Master), Monster Hunter (Fetalis captured), Tekken 8 (Combatant)

EXPERIENCE

FableToons, LLC | PMM Consultant Intern

Los Angeles, CA | **May 2025 – Aug 2025**

A next-gen storytelling platform, co-founded by advisors from Nickelodeon, Cartoon Network, Amazon Studios, and Paramount+

- Developed short- and long-term market entry plans and conducted competitor benchmarking to create a GTM strategy and execution playbook implemented by the client, improving acquisition efficiency and early audience retention metrics
- Executed user journey mapping, surveys, and qualitative research to evaluate product-market fit and prioritize high-impact features

USC Advanced Games Project | Marketing Co-Lead

Los Angeles, CA | **Sep 2024 – May 2025**

Richard by Act V Games is a narrative-driven action-adventure game exploring themes of identity and empathy

- Collaborated with the producer and a 30+ member cross-functional team from concept to showcase at USC Games Expo 2025
- Owned brand identity and messaging strategy, designed studio logo and visual direction used across all marketing channels
- Launched and managed Act V's social media presence (Instagram, X, Bluesky, LinkedIn) and the game's Steam page. Oversaw content strategy and visual assets to build community awareness, increase brand visibility, and drive early engagement

Time Advertising, Inc. | Account Manager

Millbrae, CA | **Apr 2022 – Apr 2024**

Agency serving clients across gaming, hospitality, government, and consumer banking, focused on cross-cultural marketing, PR, and strategy

- Managed monthly client marketing programs and multi-channel product launches with ~\$2M annual budgets, coordinating media planning, creative production, and cross-functional teams to execute 15+ campaigns annually and maximize brand visibility
- Created annual marketing roadmaps and performance frameworks, leveraging strategic partnerships to optimize sponsorship and PR packages that decreased costs by 30%+ and strengthened campaign impact
- Developed campaign performance matrices in Excel to track key metrics including impressions, CPM, and conversion rates across 10–20 online and offline channels such as digital ad placements, regional TV networks, and OOH. Streamlined multi-channel reporting by standardizing data inputs and automating summaries for client presentations, identifying high-CPM channels and reallocating budgets to top-performing platforms to improve overall efficiency and campaign ROI across multiple accounts
- Managed a \$4.6M headline sponsorship for a client at APEC San Francisco 2023, leading PR execution by publishing multilingual press releases, securing media coverage, and representing the sponsor at the Mayor's Office press conference and City media reception

ZGC Capital Corporation | Program Marketing Specialist

Santa Clara, CA | **Jun 2021 – Mar 2022**

Subsidiary of ZGC Group, a global VC firm investing in life sciences and biotech startups through accelerator programs and partnerships

- Designed and launched content for multi-channel campaigns (Google & Meta ads, SEO, newsletters, landing pages, social media, events, partnerships), driving a 35% increase in impressions, 25% more inquiries, and conversion rates above 30%
- Managed Innovation & Tech Summit featuring 20+ high-profile speakers (including Turing Award winners), attracted over 500 attendees with 30% YoY growth. Led branding, event execution, and sponsor outreach. Secured new partnerships, generated 100+ newsletter signups, and achieved 95% attendee satisfaction in post-event surveys
- Analyzed P&L and performance data in Excel to assess ROI, engagement trends, and resource allocation, and generated insights on targeting, content, and spend prioritization that guided business and product strategy
- Managed logistics and relationship-building for new client onboarding and delivered smooth experiences that earned excellent feedback

Percolata Corporation | Visual Design Intern

Palo Alto, CA | **Nov 2020 – Feb 2021**

AI-driven SaaS startup (Series A) specializing in predictive analytics and automation solutions for retail and operations optimization

- Redesigned brand identity and website UX, created the brand book, and led visual development across logo and site design using Agile, iterative design principles to strengthen consistency, usability, and engagement

MBA PROJECTS

- **Subscription Retention Analytics:** Led a marketing analytics study on Netflix's North America subscriber slowdown. Analyzed 4,967 consumer reviews and 75 survey responses using cluster analysis, factor analysis, and regression modeling in Engenius and JMP, identifying content frequency and perceived value as statistically strongest drivers of continuation and upgrade intent
- **AI Market Entry Strategy:** Evaluated an AI authorship verification concept through 6 expert interviews, competitive landscape analysis, and TAM SAM SOM modeling, quantifying a \$318B TAM. Identified weak creator-side WTP and pivoted targeting to institutional IP holders, developing compliance-led positioning, pricing logic, and enterprise GTM strategy to improve scalability

SKILLS

Analytics: Google Analytics (GA4 Certified), Tableau, Engenius, RStudio, Advanced Excel, @RISK (Monte Carlo), A/B Testing

Creative & UX: Figma, Adobe CC (Illustrator, Photoshop, InDesign, XD, Premiere), Canva, Sketch, FigJam, Miro, Rhino 3D, Vectorworks

Project: Microsoft Project, Trello, Asana, Notion, Microsoft Office (Word, PowerPoint, Teams), Google Suite, Mailchimp

Web & Technical: Wix, WordPress, HTML, CSS, JavaScript, Processing

Languages: English & Mandarin Chinese (Bilingual)