

# Matthew Wang

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## EDUCATION

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<b>University of Southern California</b> M.A. Public Relations & Advertising	<ul style="list-style-type: none"><li>• 4.00 GPA</li></ul>	Los Angeles, CA June 2027
<b>University of California, Davis</b> B.A. Economics B.A. Cinema & Digital Media	<ul style="list-style-type: none"><li>• Cum Laude</li><li>• Dean's Honor List</li><li>• 3.97 GPA</li></ul>	Davis, CA April 2025

## PUBLIC RELATIONS PROJECT EXPERIENCE

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### **Airbnb x LA Olympics PR Campaign Strategic Plan** Dec. 2025

- Conceptualized a holistic PR strategy for Airbnb to leverage the cultural impacts of the LA'28 Olympics
- Conducted strategic analysis on cultural and business trends, translating findings into timely, actionable tactics
- Led a team of three classmates, ideating during brainstorming, keeping deadlines on track, and leveraging individual strengths to maximize effectiveness

### **Nike PR Writing Portfolio** Dec. 2025

- Produced for Nike a portfolio that includes a creative brief, press release, feature story, billboard, and social media posts centered around a simulated campaign scenario
- Delivered pieces that balance professionalism and reader engagement, using proper Associated Press style

### **Tylenol PR Crisis Analysis** Nov. 2025

- Monitored news coverage of White House media statements made against Tylenol in 2025
- Analyzed Tylenol's multi-prong crisis response strategy, noting platform-specific tactics

### **Southwest Airlines Quantitative & Qualitative Analysis** Sept. 2025 – Dec. 2025

- Developed a Qualtrics survey to drive understanding of college students' opinions of SWA's evolving brand,
- Facilitated a focus group to uncover qualitative observations on audience perspectives
- Strategized around data, proposing how SWA can drive favorable perceptions among young customers

### **Pacific Park Pitch Letter** Sept. 2025

- Composed a pitch letter that highlights newsworthy local events relevant to an Asian American audience
- Conducted media research, maximizing returns by tailoring the letter to a local journalist's readership

## PUBLIC RELATIONS RESEARCH EXPERIENCE

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### **USC Center for Public Relations Researcher** Sept. 2025 - Present

- Deliver feedback to the Center Director on a Qualtrics survey for the *Global Communication Report*, an annual publication that draws insights from professional communicators and highlights trends in the field
- Assist with managing data input and cleaning
- Translate raw survey results into charts and graphs, demonstrating key insights visually

**TECHNICAL SKILLS:** Adobe InDesign, Lightroom, and Photoshop; Apple Keynote, Numbers, and Pages; Google Analytics 4; Google Drive Suite; Microsoft Office; Qualtrics; RStudio; Slack; STATA

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**CERTIFICATIONS:** Excel Basics for Data Analysis; Foundations of Digital Marketing; Marketing Communications; The Communicator's Guide to AI: Tools and Mindsets for Modern PR and Media

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