

Matthew Wang

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EDUCATION

University of Southern California M.A. Public Relations & Advertising	<ul style="list-style-type: none">• 4.00 GPA	Los Angeles, CA December 2026
University of California, Davis B.A. Economics B.A. Cinema & Digital Media	<ul style="list-style-type: none">• Cum Laude• Dean's Honor List• 3.97 GPA	Davis, CA April 2025

PUBLIC RELATIONS PROJECT EXPERIENCE

Disney Channel Text Mining Analysis Project	Apr. 2026
<ul style="list-style-type: none">• Conducted primary research using Mention and Orange Data Mining to understand online conversations about Hannah Montana's 20th Anniversary Special• Demonstrated proficiency with multiple analytical techniques, including data pre-processing, sentiment analysis, topic modeling, and semantic network analysis• Translated analysis into data-backed recommendations for a nostalgia-focused communications strategy	
Anthropic/Claude Webpage Communications Project	Apr. 2026
<ul style="list-style-type: none">• Developed a webpage detailing Anthropic's AI safety initiatives, addressing concerns of Gen-Z• Created a strategic ad campaign with online and OOH activations using Canva and Photoshop	
Airbnb x LA Olympics PR Campaign Strategic Plan	Dec. 2025
<ul style="list-style-type: none">• Conceptualized a holistic PR strategy for Airbnb to leverage the broad impacts of the LA'28 Olympics• Conducted strategic research on cultural and business trends, translating findings and business objectives into a set of tactics for Airbnb to execute on its goals	
Nike PR Writing Portfolio	Dec. 2025
<ul style="list-style-type: none">• Crafted a portfolio that includes a creative brief, press release, feature story, billboard, and social media posts centered around a simulated campaign scenario, using proper Associated Press style	
Southwest Airlines Quantitative & Qualitative Analysis Project	Sept. 2025 – Dec. 2025
<ul style="list-style-type: none">• Developed and published a Qualtrics survey to drive understanding of college students' opinions of SWA• Facilitated a focus group to uncover qualitative observations on audience perspectives• Optimized strategy around data, proposing how SWA can drive positive perceptions among young audiences	

PUBLIC RELATIONS RESEARCH EXPERIENCE

USC Center for Public Relations <i>Research Team Lead</i>	Sept. 2025 - Present
<ul style="list-style-type: none">• Analyze the effects of polarization on the PR industry, publishing findings in the annual Global Communications Report• Present the Report to leading communications practitioners and the Center's Board of Advisors	

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

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
