

CHLOE KEILANI WONG

chloekwong318@gmail.com • www.linkedin.com/in/chloe-keilani-wong • [Creative Portfolio](#)

EDUCATION

Bachelor of Arts, Public Relations and Advertising, Graphic Design Minor

May 2025

Chapman University, Dodge College of Film and Media Arts, Orange, CA

3.902 GPA

Academic Honors: Dean's Scholarship, Provost List

Student Organizations: Nikkei Student Union, Chapman Circle Ad, Chapman Radio

Relevant Coursework: Research & Strategy for Advertising & PR, Digital Marketing, Entertainment Marketing Campaigns,

Media Planning & Buying, Copywriting for Advertising, Branding & Advertising Design

ADVERTISING & MARKETING EXPERIENCE

Chapman Circle Ad, AAF National Student Advertising Competition Team

Aug 2022-May 2025

Creative Development Art Department

- Conceptualized the "Reasons Why" activation for Indeed, an interactive online platform designed to provide encouragement and personalized job recommendations, increasing unaided consideration among 18- to 24-year-olds.
- Developed a multi-channel campaign for Tide's cold-wash initiative, including philanthropic activations, digital ads, and experiential events—to drive adoption among consumers under 35 and support Tide's 75% cold-wash usage goal by 2030.
- Contributed ad campaign branding and mock-ups assets using Figma and the Adobe Suite to increase AT&T's brand consideration and brand favorability among 12- to 27-years-olds.
- Ranked 3rd nationally in the 2022-2023 National Student Advertising Competition (Indeed).

American Advertising Federation, Most Promising Multicultural Student Honoree, Class of 2025

Feb 2025

- Selected from a nationwide pool of students to partake in the 2025 MPMS Conference in New York as one of 50 honorees.

ACCO Engineered Systems, Corporate Communications Intern

Jun 2024- Aug 2024

- Created graphics for internal communications (holiday greetings, company announcements, event promotion, etc.) distributed to 4,000+ employees using the Adobe Suite.
- Write and edit articles for company publications, internal communications emails, and corporate intranet.
- Planned, advertised, and facilitated company events and employee engagement activities.

Freelance Marketing

- *Regale Us*, Audio Drama "Choose Your Own Adventure" Game
- *The Driver's Dilemma*, Chapman Thesis Film

Feb 2025- Present

Feb 2024 - May 2024

DESIGN & CONTENT EXPERIENCE

Little Red School House, Video Editing Intern

Jun 2024 - Jun 2025

- Film & edit educational and promotional Instagram Reels, reaching 4,500+ followers across social platforms.
- Assist with filming video content and photo editing on a 1-3 day turnaround, editing 2+ videos and 15+ photos weekly.

Chapman Nikkei Student Union, Graphic Designer & Internal Vice President

Aug 2023 - May 2025

- Design, create, and distribute topical and creative merchandise to 100+ club members.
- Assist with coordinating and leading 14+ general meetings per semester with a team of 15.
- Plan and coordinate mixers with other clubs on campus to promote cultural diversity and inclusivity.
- Oversee the merchandise and fundraising committee, including meetings and budgeting.

Chapman Radio, "State of Mind" Radio Show

Jan 2022 - May 2025

- Broadcast original content on Chapman Radio, a nationally recognized, award-winning college radio station with multiple Intercollegiate Broadcasting System awards and consistent top 20 rankings by the Princeton Review.
- Operate radio equipment and manage broadcasting programs for 90+ episodes.
- Develop original branding and eye-catching graphics for a radio show while managing its social media presence, earning the Best Social Media award from the Chapman Radio program for four semesters.
- Winner of the "Best Promotional Show Poster" award at the 2025 Intercollegiate Broadcasting System Conference, selected from over 3,000 entries submitted by 100+ schools worldwide.

Adobe x Hulu Creative Jam

Apr 2022

- Created a 1-minute video using Adobe Premiere Rush per the prompt and guidelines with a two-week deadline.
- Placed 1st among 275 submissions nationwide.

SKILLS

Creative: Adobe Illustrator • Adobe InDesign • Adobe Photoshop • Adobe Premiere • Adobe Lightroom • Adobe XD • Figma

Administrative: Google Office Suite • Slack • Microsoft Office • Simmons MRI • Dropbox