





# Cecilia Fang

Sales and Marketing Specialist



## Contact

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## Education



**The University of North Carolina at Chapel Hill**  
2017-2021

B.A. Advertising and Public Relations –  
*Hussman School of Journalism and Media*

B.A. Global Studies –  
*College of Arts & Sciences*

GPA 3.63

## Expertise



- Sales and Marketing
- Branding
- Content Creation
- AWS Cloud Services
- Mandarin Chinese
- Public Speaking
- Final Cut Pro X
- Social Media Marketing

## Professional Experience

### AWS Demand Generation Sales Intern

Amazon Web Services (AWS) / Seattle, Washington (Virtual) June 2020 – August 2020

- Created visual value maps for points of entry analysis on priority accounts by monitoring trends to identify customer objectives and pitch potential AWS solutions
- Delivered and scored above bar at L4 seller levels in two mock customer presentations by developing example architecture and AWS value proposition
- Placed Top 5 in most data enriched accounts for the small to medium business (SMB) market by engaging with customer prospects, utilizing Salesforce outreach, and targeted marketing compliance

### Sales Development Intern

Cisco Systems / RTP, NC May 2019 – May 2020

- Organized and validated 1,000+ commercial sales account contacts for departments in Canada and Latin America utilizing LinkedIn Sales Navigator and ZoomInfo
- Placed Top 10 in the International Cisco Intern Sales Role Play Competition 2019
- Executed and composed visualization decks for data sets provided by Cisco's Global Virtual Sales and Engineering (GVSE) department
- Co-produced and directed creative production videos for GVSE

### Marketing Intern

Aramark / Chapel Hill, NC May 2018 – September 2018

- Administered the sale of over \$5 million+ in meal plan sales by creating marketing campaign development and sales pitches to over 5,000 students
- Cultivated public relations and multimedia campaigns to an audience of over 10k followers as a content creator for university advertisement

## Extracurriculars

### Content Creator

YouTube + [Ceciliafang.com](#) Fall 2017 – Present

- Directed and edited original, creative video and blog content generating over 50 watch hours and +1,500 views on YouTube and readers online utilizing SEO and Google Analytics
- Produced video content for UNC Chapel Hill's Envision Carolina campaign, Cisco's GVSE Creative team, and UNC Kappa Phi Lambda social media platforms

### Public Relations Coordinator

3 Bluebirds Farm August 2020 – November 2020

- Authored and curated press release's and donor letters for non-profit use
- Aided the formulation of a virtual fundraiser by coordinating publicity and promoting non-profit goals through the creation of new releases and social media content

### Style Writer

Coulture Magazine August 2018 – August 2019

- Produced content for UNC-Chapel Hill's premier fashion magazine as a published writer for the Fall 2018 edition

## Awards and Achievements

### UNC-Chapel Hill Dean's List

Awarded Dean's List status for five semesters due to academic achievement

### American Airlines Education Foundation Scholarship

Three-time recipient of the American Airlines Education Scholarship (2017, 2018 & 2020)

### AWS Certified Cloud Practitioner

Achieved Cloud Practitioner Certification with a score of 840/1000 (Issued July 2020)