JAYDE PANG

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Strategic-minded professional with expertise in strategic management, finance, and design. Proven track record of driving business growth through innovative strategies and impactful campaigns. Skilled in financial analysis, creative design, and collaborative leadership. Passionate about driving strategic initiatives and fostering a culture of innovation.

Skills

Strategic management

Financial analysis

Project management

Marketing strategy

Data analysis

E-commerce management

Cross functional collaboration

Creative design

Leadership

Problem solving

Client relationship management

Communication

Adaptability

Attention to detail

Entrepreneurial spirit

Microsoft Office Suite

Interpersonal skills

Leadership skills

Education

Master of Science in Strategic Management and Design (MBA equivalent)

The New School, New York, NY

Bachelor of Science in Business Administration

Concentration: Accounting; Minor: Graphic Design

The College of New Jersey, Ewing, NJ

Student exchange: *Northumbria University*, Newcastle Upon Tyne, UK

Experience

Senior Associate, Addressable Activation, *Kinesso*, JUNE 2022 - PRESENT

Managed 10+ high-impact campaigns within the consumer packaged goods e-commerce sector, driving $6M+ in revenues

Developed and executed targeted addressable activation strategies, consistently increasing e-commerce sales by an average of 12.5%

Achieved a 100% reduction in over/underspend in campaign budgets through meticulous segmentation and implementation

Enhanced return on ad spend by 20% year over year across all brands through effective cross functional collaboration and data driven insights

Documented and established streamlined processes, resulting in increased project efficiency and team performance

Led a multicultural team of associates, fostering collaboration and achieving project milestones

Global Staff Accountant, *Kinesso*, NOVEMBER 2019 - MAY 2022

- Orchestrated financial consolidation for diverse international entities, ensuring timely and accurate reporting to senior management
- Implemented standardized accounting processes, resulting in heightened operational efficiency and financial accuracy
- Successfully collaborated with cross-functional teams and external auditors to ensure regulatory compliance and audit readiness
- Contributed to ad-hoc projects, including revenue contract analysis, with meticulous attention to detail and analytical rigor

Adjunct Professor, Financial Management, *The New School*, AUGUST 2023 - PRESENT

- Developed and delivered engaging lectures on financial theories and principles, fostering interactive learning experiences for undergraduate students
- Assessed student comprehension through regular evaluations and provided constructive feedback to enhance understanding
- Mentored students on career development, leveraging industry insights and academic expertise

Senior Auditor *Mazars USA LLP*, JANUARY 2019 - OCTOBER 2019

Staff Auditor, *Mazars USA LLP*, NOVEMBER 2016 - DECEMBER 2018

- Conducted external audits with precision and adherence to audit plans, ensuring compliance with regulatory standards
- Identified operational risks and weaknesses, developing and implementing audit programs to mitigate potential issues
- Prepared detailed audit reports, summarizing findings and recommendations for senior management
- Mentored junior audit staff, fostering their professional development and contributing to team success

Academic Projects

Product Development and Design Project, *MS in Strategic Management and Design*

- Managed end to end project processes, from data collection to product development and design
- Analyzed data and translated findings to actionable strategies for client communication and product enhancement
- Advised clients on effective user interaction methods based on user research insights
- Conducted user attitude research to inform product feature prioritization and enhanced opportunities
- Collaborated with cross functional teams to develop a customer-centric application, empower users with enhanced control and interaction capabilities
- Contributed to iterative development processes, continuously improving application usability and user satisfaction