

BELLA KWONG

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EDUCATION

San Jose State University

BFA, Animation/Illustration major, Business minor

EXPECTED GRADUATION MAY 2026

Senior Student

EXPERIENCE

Social Media Assistant, Asians in Animation Organization

OCT 2025 - PRESENT

- Fosters community engagement for a 6,000+ member organization by scheduling posts, interacting with followers, and collaborating on strategy to uplift professionals in the Asian animation community.

Marketing Manager, *Sticky Fingers* 3D Hybrid Short Film

JUNE 2025 - PRESENT

- Spearheads all fundraising efforts, including authoring grant proposals and managing a GoFundMe campaign that exceeded its \$2,000 stretch goal within one week.
- Orchestrates the film's brand voice and social media strategy. Directs the creation and distribution of all assets to build audience anticipation and achieve marketing goals.

Marketing Creative Production Intern, WORTH Agency

SEPT 2024 - DEC 2024

- Executed social media marketing for Max's Pa'lante! and Scene in Black pages, from initial pitch to final post, including copywriting captions and scripting video editor outlines.
- Supported client communications and project tracking on monday.com, ensuring timely delivery of assignments and clear alignment on campaign objectives.

Animation Production Intern, Paramount Animation

JUNE 2024 - AUGUST 2024

- Conducted analysis of previous film projects (timelines, budgets, post-mortems) to identify trends and inform future production strategies.
- Interviewed in-house artists to create a new-hire guide, slashing onboarding time for producers and ensuring brand and workflow consistency across all departments.

Social Media Coordinator, SJSU Shrunkenheadman Animation Club

MAY 2023 - MAY 2024

- Drove social media strategy across Instagram, Facebook, YouTube, and Discord. Used Instagram metrics to schedule content that increased event attendance & engagement for 500+ members.
- Communicated with vendors throughout the marketing campaign for SHM Con (1,000+ attendees).
- Directed the Photography Committee of 14 members. Delegated event coverage, set deadlines, and edited final images on Photoshop to ensure a consistent brand aesthetic.

Owner, BellaCreatesArt & Parts4Pops

JAN 2019 - PRESENT

- Handles all aspects of the business, including client communication, marketing and advertising on social media platforms (Instagram, Facebook), financial management, and product fulfillment.

SKILLS

Organizational: AirTable, monday.com, Squarespace, Confluence, Google Suite (Gmail, Docs, Slides, Sheets, Calendar), Microsoft Office Suite (Word, Excel, Powerpoint), Shotgrid/Flow, SyncSketch.

Creative Software: Canva, Procreate, Adobe Creative Suite (Photoshop, Premiere, Acrobat), Storyboard Pro, Autodesk Maya.