

# 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, WORTHI 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.