

BIANCA VICTORIA

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SKILLS

Management: Airtable, JIRA, Monday.com, TeamGantt, Notion, Trello, Miro, Slack, Microsoft Teams, Later, Klaviyo

Software: Lens Studio, SparkAR, Unity, DaVinci Resolve, Github, Capcut, Photoshop, Figma, Canva, Wix Studio

WORK EXPERIENCE

Marketing Product Assistant

Dec. 2024 – Present

Sunny Health & Fitness

City of Industry, CA

- Developed engaging content for SunnyFit app events, driving a boost in social media engagement and reach
- Enhanced SunnyFit app user experience through fitness course data entry and community management
- Improved email click-through rates with persuasive, curiosity-driven, and value-focused copy

Project Manager

Sep. 2022 – May 2024

Fishermen Labs (Social AR)

Remote (Los Angeles, CA)

- Managed 5-7 concurrent social AR projects, delivering 20+ projects for brands like Red Bull, Uber, and Sony
- Optimized client's social media campaign goal by providing design and technical recommendations to project
- Coordinated communications of project updates between clients and developers across multiple time zones

Lead Counselor

April 2020 – Sep. 2022

Connected Camps

Remote (Irvine, CA)

- Built community in online spaces through organizing team building and gaming events in Minecraft and Roblox
- Taught 50+ students across timezones game design and coding concepts in Minecraft and Roblox Studio
- Improved Minecraft and Roblox coding lessons in Lua by developing slide decks, curriculums, and example code

COMMUNITY EXPERIENCE

Events Planner / Graphic Designer

Aug. 2024 - Present

Teamfight Tactics Official Discord

Remote (USA)

- Collaborated and planned monthly events for online gaming community and created promotional graphics

Social Media Manager / Graphic Designer

Oct. 2020 – June 2022

Video Game Development Club

Irvine, CA

- Increased participation by managing Instagram, X, and Facebook accounts and moderating a 500+ member server

Graphic Designer

Oct. 2019 – June 2022

Information and Computer Science Student Council

Irvine, CA

- Designed over 30+ communication material like brochures, promotional graphics, club logo, and club T-shirt

CERTIFICATIONS

HubSpot Academy - Social Media Marketing

Valid Aug. 2024 – Sep 2026

EDUCATION

University of California, Irvine

Sep. 2018 – June 2022

B.S. Computer Game Science, Human Computer Interaction

Irvine, CA