

EDUCATION

Augusta University, Augusta, Georgia

Master of Public Administration

Overall GPA: 3.75

Fall 2019 – Fall 2021

Urban Planning and Development Certificate

- Gwen Y. Wood Book Scholarship recipient: Provided by the Social Sciences Dept.
- Member of Phi Kappa Phi Honor Society

Augusta State University (Augusta University), Augusta, Georgia

Bachelor of Arts in Communication and Professional Writing

Overall GPA: 3.12

Fall 2009 - Spring 2013

Minor in Fine Arts

- Wells Fargo Scholarship recipient: Provided by the Financial Aid Dept.
- Will Shingleton Creative Writing Scholarship recipient: Provided by the English & World Languages Dept.
- Study Abroad Scholarship recipient: Provided by the Study Abroad Office.
- Mary Lu Kuhl Scholarship recipient: Provided by the Sandhills Writers Series
- Connie Vance Scholarship recipient: Provided by the Communications Dept.

PROFESSIONAL EXPERIENCE**Data Analyst & Web Coordinator –Augusta University the Graduate School****July 2022 – Oct 2023**

- Responsible for TGS's internet and intranet webpage development and management.
- Utilizes auxiliary pages and systems to enhance web pages and publications.
- Manages basic coding and back-end architecture of web pages.
- Work with departmental representatives throughout the enterprise to meet institutional standards.
- Serve as primary liaison between TGS and IT to troubleshoot any technical issues within TGS
- Collaborate with the Division of Communications and Marketing (DCM) to ensure that all content and design meet the standards and mission of Augusta University.
- Take pictures, write content, develop videos; create flyers, announcements, and forms for web publication.
- Support academic programs and educational missions in an effort to identify expected outcomes, assess the extent to which they achieve these outcomes, and provide evidence of improvement based on the analysis of assessment results.
- Evaluate and report on the visibility and impact of online content (analytics, quantitative and qualitative assessment).

Communications Specialist –Augusta University College of Science & Math**Nov 2019 – July 2022**

- Liaison between the College of Science & Math and DCM.
- Maintain situational awareness of the College's priorities by attending College and departmental meetings, as assigned by the Dean and his team.
- Content Development and Management: In coordination with the Dean and the leadership team, develop and execute external and internal communications that promote, enhance, and protect the profile of the college and support implementation of our programs and activities.
- Serve as the primary point of contact/interface with the College's subject matter experts to capture/draft & produce/edit information to be delivered through the various communications outlets (e.g., academic catalog, college & university website(s), newsletters, print materials, social media, etc.)
- Efficiently utilize programs and platforms, such as Hootsuite, SiteImprove, Canva, OU Campus, Banner, DocuSign, Crystal Report, Poppulo, Mailchimp, etc.
- Assist the College and our departments in generating and publishing photos, flyers, videos, and written content to maintain fresh, engaging, and informative web pages and digital billboards.

Administrative Assistant –Augusta University College of Nursing**Sept 2018 – Feb 2020**

- Provide general administrative support for the Center for Nursing Research (CNR) and PhD functions and projects.
- Act as a knowledgeable resource regarding developments in campus and departmental procedures, and communicate pertinent information to the Deans for Research to ensure adherence to current institutional and College procedures and requirements.
- Track PhD applicants and students' information using multiple databases (e.g., CNR Access Database, Degree Works, Quickbase, Excel) and software (e.g., Banner, Crystal Reports, WebExtender, NursingCAS).
- Design systems for the efficient management of purchasing and maintaining an inventory of supplies with PeopleSoft

Financials per institutional policies and budgetary restrictions.

- Collaborate with the AU Office of Academic Admissions, The Graduate School, the Registrar, and the CON Office of Academic and Student Affairs to provide specific administrative assistant support for the PhD program.
- Manage the development and production of posters and scholarly presentations with Microsoft Office Suite.
- Support marketing and communication efforts by maintaining the website with OU Campus and CNR bulletin boards and poster displays.
- Collaborate with the PhD Program Director, Assistant Dean for Student Affairs, and CON Recruitment and Retention Coordinator to develop and implement strategies to recruit a qualified and diverse student population and reach enrollment goals.

Marketing Specialist – CB&I Areva MOX Services, LLC

Nov 2016 – Sept 2018

- Supervised all contracts and work orders as the Subcontract Technical Representative for Environmental Health and Safety (ES&H) department. Managed and monitored subcontractor activities.
- Facilitated scope of work and budgetary estimate in compliance with government procedures to procure Contracts. Administrated technical changes to all work agreements and evaluated subcontractors' performance.
- Generated purchasing requests and managed task order releases with Asset Suite and coordinated payment efforts.
- Supervised the MOX employee safety appreciation store by data tracking all commercial receipts, credit deposits, and materials transactions with ToolHound.
- Collected data for waste volume, recycling volume, and utility usage to find ways to reduce MOX's environmental footprint as part of environmental compliance with SCDHEC.
- Organized data to design manuals, graphical charts, spreadsheets, brochures, and flyers with Microsoft suite or Adobe Photoshop to increase OSHA awareness.
- Participated in all safety and environmental committees to promote ES&H goals and maintained VPP standards.

Administrative Assistant – Goodwill Industry of Middle Georgia and CSRA

Apr 2016 – Nov 2016

- Answered any questions from the multi-line telephone for both Goodwill Industries and Helms College, in addition to making transfers correctly to the proper department.
- Served as the receptionist in the lobby area of Helms College student center and provided customer service.
- Collected donations for the Goodwill Works Foundation and made deposits accordingly.
- Performed general clerical duties including, but not limited to: photocopying, faxing, mailing, and filing.
- Assisted with ordering office supplies, and booking travel, and hotel arrangements as needed.
- Organized agendas and meeting minutes for executive meetings.
- Conducted grant research with the Director of Foundation Development to compile a list of prospective foundations.
- Assisted in the organization and execution of public and private events, such as job fairs and fundraising banquets.
- Took photographs for Goodwill functions, such as campus tours and job fairs, for internal newsletter publication.

Web Performance Analyst – TaxSlayer LLC

Jan 2016 – Apr 2016

- Organized raw data from heat maps and screen recordings to identify user engagement patterns.
- Analyzed website traffic with proficient use of Adobe Omniture Site Catalyst and Google Analytics.
- Identified emerging audience trends across platforms and tracked these trends related to each web property.
- Set up and monitored AB testing using Optimizely with different website layouts for the best user engagement and return on investment.
- Developed analytics strategies that provide actionable data and critical measures of success and make sure the business objectives are meeting those successes.
- Executed different implementations based on the determination of the data analysis to improve user engagement.

Digital Media Fulfillment Coordinator – The Augusta Chronicle

Jul 2013 – Jan 2016

- Worked closely with sales reps to define cross-channel sales opportunities and generate sales proposals.
- Conducted weekly and Monthly CPM reconciliation recorded available impression inventory and monitored digital ads performance through Google DFP.
- Operated SAP to reconcile billing and scheduling efforts and delivery of digital services.
- Reconciled with subcontractors regarding the fulfillment of orders and optimizing campaigns.
- Monitored and optimized digital campaigns, including GPS mobile targeting, IP Mobile targeting, Site Retargeting, Search Retargeting, Mobile, Contextual, and Keyword.
- Collected data from campaign deliveries and return on investments by analyzing site traffic and behaviors with

- Google Analytics and developed it into a presentation or flyer to propose to potential clients.
- Generated campaign performance reports using Adobe Illustrator and Microsoft Excel and reviewed areas for improvements.
- Managed advertisement art production with Photoshop: provided commercial photography and design advertisement.

LANGUAGES

Chinese

Native proficiency

English

Native proficiency

Spanish

Elementary proficiency

PROGRAMS

Photoshop / Illustrator
Siteimprove / Google Analytics

Microsoft Suite
SAP / Crystal Report

Final Cut Pro / Premier
Poppulo / Mailchimp

VOLUNTEER EXPERIENCE

Medical Reserve Corp – Augusta University

2019 - 2021

- Volunteer as a caller for AU Health to inform COVID-19 test results to patients by using CISCO Jabber
- Volunteer at Westside High School temporary shelter for coastal Georgia evacuees during Hurricane Dorian in 2019; duties include cleaning, meal prepping, assisting evacuees in packing, and moving luggage on the bus.
- Attend mandatory training and complete FEMA requirements

Phi Kappa Phi – Augusta University

2022

- Volunteer as part of a jury committee for the love of learning scholarship.

AWARDS

Porter Fleming Foundation Grant Awardee - Chinese historical marker, history exhibition, and presentation 2022

Photography Contest Finalist – 4P Studio Photo Competition 2020

Photography Contest Finalist – Phinizy Swamp Photo Competition 2016

1st Place Adult Scenic - Phinizy Swamp Photo Competition 2015

Photography Contest Finalist – Trees for Augusta Photo Competition 2015

ARTISTIC, CULTURAL, & COMMUNITY ENGAGEMENT RESUME**Freelance Artist****May 2013 - (Present)**

My art services include traditional media (oil paint, acrylic, watercolor, sketches, pastel, charcoal) and digital media (graphic design and photography with Adobe Photoshop). My website & portfolio are <http://www.foxsilong.com>.

- Donate artwork to silent auctions for non-profit organizations
- Commission for private events, conduct photography sessions for graduating seniors, weddings, and birthday parties
- Participate in open exhibition public events or private juried exhibitions
- Operate a green-screen chrome key photo booth for small private and significant public events in the CSRA, such as Agamacon (2016-2020), May 4th celebration at the hub (2023, 2024), Toys & Comic Show (2019-2020, 2022), ABX: Halloween Fest (2016, 2017, 2019), Star Wars Read Day (2017-2020, 2022-2024), First Contact day (2019, 2020), MiniCon (2018), CreativesCon (2019), YPN Blue jeans and BBQ event (2020)

Member of the Greater Augusta Arts Council**2014 - (Present)**

- Artist participant/seller of the Annual Wet Paint Party Art Sale 2014 - (Present)
- Artist commissioned for the "It all flows to the Savannah" project 2021
(<https://augustatours.opentour.site/2021-storm-drain-murals-tour>)

Note: I served as one of the artists to paint the 12 sidewalks along downtown Augusta. My mural is located on 8th St. & Broad St. My design is titled "Rubber Ducky."

- Artist commissioned for the "Art the Box" project (<https://augustatours.opentour.site/art-the-box>) 2015

Note: I served as one of the 19 artists to paint the 23 traffic boxes in the CSRA. My box is located on 8th St. & Broad St. My design is titled "Swimming Colors."

- Volunteer artist for the East Boundary Crosswalk Murals (<https://tinyurl.com/eastboundary-murals>) 2023
- Artist commissioned for the storm drain mural for T. Harry Garrett Elementary School 2024
- Artist commissioned for the 5th street bridge mural (<https://augustaarts.com/news/5th-street-mural-project/>) 2024

Member of the Gertrude Hubert Institute of the Art**2015-(Present)**

- Artist/seller of the Annual Spring Market Art Sale
- Volunteer/photobooth Photographer for the Family Fun Day 2015-2019
- Photography donor/artist of the Annual Oyster on Telfair Fundraiser 2015-(Present)
- Model for the adult watercolor classes 2016 - 2019
- Monster Ball Preview Night photobooth photographer 2018

Chinese Consolidated Benevolent Association Voting Board Member**2019 - Present****Chinese Consolidated Benevolent Association Member****2013 - Present**

- Chair the grant committee to fund the historical marker, Chinese presentation, and exhibition
- Plan and organize activities for the association
- Attend quarterly meetings to discuss expenditures and make suggestions for building renovations and events
- Manage the organization's social media and website presence
- Volunteer as a photographer during all events
- Volunteer as a food server during Arts in the Hearts
- Volunteer as the photographer and children's activity coordinator during the Goodboats Dragon Boat Festival

Ministerio Nueva Vida (New Life Ministry) Member**2013 - Present**

- Staff Photographer
- Youth Camp volunteer leader
- Face painter during the Hispanic Festival

Student Organization Activities

- Spring 2020-Spring 2021: Founding Secretary & president of Asian Students in Augusta (ASIA) club
- Spring 2020-Fall 2021: Member of the Graduate Student Government Association
- Spring 2020-Fall 2020: President of the Master of Public Administration Student Association
- Fall 2009-Spring 2013: President of the Creative Writing Club
- Summer 2011-Spring 2012: Vice President of Film Club

GALLERY EXHIBITIONS

2024 Exhibition: Collaborative photography exhibition at the Kroc Center, Oct to Dec 2024
I <3 Augusta Art show: Collaborative exhibition at the Augusta & Co., March to May 2024
Augusta University Art Show: Collaborative exhibition at Municipal Building, Mar to May 2024
Healing Gallery: Solo exhibition at the Children Hospital of Georgia, Nov 2023
2023 Winter Art Showcase: Collaborative exhibition at Municipal Building, Nov 2023 to Jan 2024
Wildlife Photography: Solo photography exhibition at the Children's Hospital of Georgia, Nov 2023
Emerging Artists Exhibition: Collaborative exhibition at Lucy Laney Museum of Black History, Feb to March 2023
Iconic Augusta: Collaborative photography exhibition at Sacred Heart Cultural Center, Jan 2023
8th Annual \$200 and Under Art Show: Collaborative photography exhibition at 4P studio, Nov 2022 to Jan 2023
2022 Winter Art Showcase: Collaborative exhibition at Municipal Building, Nov 2022 to Jan 2023
2022 Exhibition: Collaborative photography exhibition at the Kroc Center, March to April 2022
Native Flora Exhibition: Photography exhibition at Augusta & Co., March to April 2022
4P Studio 4th annual Group Photography Exhibition: Photography exhibition at 600 Broad Street, Jan 2022
Winter Art Sale 2021: Collaborative photography exhibition at the Municipal Building, Dec 2021 to Jan 2022
Scenes of Augusta & Sacred Heart: Collaborative exhibition at Sacred Heart Cultural Center, Aug to Sept 2021
"Growth & Color" Show: Collaborative photography exhibition at Augusta & Co., Jan to March 2021
6th Annual \$200 and Under Art Show: Collaborative photography exhibition at 4P studio, Dec 2019 to Jan 2021
2020 Winter Art Sale: Collaborative photography exhibition at the Municipal Building, Dec 2019 to Jan 2020
2nd Annual 4P Studio Photography Contest: Collaborative photography exhibition at 600 Broad Building, Jan 2020
5th Annual \$200 and Under Art Show: Collaborative photography exhibition at 4P studio, Dec 2019 to Jan 2020
2nd Annual Holiday Shoppe: Collaborative Photography exhibition at Artus, 1155 Broad Street, Dec 2019
"The Beauty of Taiwan and Everything About It: Photography exhibition at Hire Grounds Café, July 2018
Summer Exhibition: Collaborative Photography exhibition at Augusta Municipal Building, July to Aug 2017
The MACRO & micro of Life: Photography exhibition at Hire Grounds Café, Nov 2015
Municipal Building Gallery Art Show: Collaborative Photography exhibition, July to Sept 2016
Augusta Regional Airport Gallery Art Show: Collaborative Photography exhibition, Aug to Nov 2016
Juried Arts Council Fall Show: Photography exhibition at Municipal Building, Aug to Oct 2016
CSRA Art Show: Photography exhibition at Augusta Regional Airport, July to Sept 2016
Spring Invitational Art Show: Photography exhibition at Augusta Municipal Building, April to July 2016
"Augusta"- Augusta Regional Collaboration: Photography exhibition at 600 Broad Street, April 2016
"Growth"- Community Gallery of Augusta: Photography exhibition at 600 Broad Street, March 2016
"My Augusta" Community Gallery: Photography exhibition at Augusta Municipal Building, Dec 2015 to Feb 2016
Iconic Community Gallery Exhibition: Collaborative Photography exhibition at 600 Broad Street, Jan 2016
Trees For Augusta Awards Presentation: Photography exhibition at Westobou Gallery, Aug to Sept 2015
The Beauty of Puerto Rico and Everything About It: Photography exhibition at Hire Grounds Café, Aug 2015
Phinzy Swamp Photo Contest Exhibition: Showcase at the Augusta Regional Airport, July to Sept 2015
The Beauty of the CSRA and Everything About It: Photography exhibition at AU Reese Library, Jan to Feb 2014