

Christine Wong

📍 Brooklyn, NY

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🌐 christineyong

EDUCATION

Boston University Questrom
School of Business
Sept 2014 - May 2018
B.S. Business Admin & Management:
Finance, Management Information
Systems, Strategy & Innovation

SKILLS

Certified Scrum Master
JIRA
iMeet
ServiceNow
Workday
SAP
Salesforce
Adobe Premiere Pro
Adobe InDesign
Adobe Photoshop
HTML
CSS
JavaScript
Python
SQL
R
SAS
STATA
VBA

ACTIVITIES

Phi Chi Theta Business Fraternity
2020 - 2024 VP of Alumni Affairs
2018 - 2020 Eastern Regional Director

WORK EXPERIENCE

ADVERTISING SOLUTIONS ARCHITECT - SHOPPING & HOTELS

Google

Shopping (March 2022 - Aug 2023)
Shopping & Hotels (Aug 2023 - PRESENT)

- Consult Google's top priority retail and hotel clients in shopping feed architecture, feature enhancements, pilot programs through implementations and crossfunctional collaboration
- Implemented local inventory ads with a large jewelry retailer and a large discount retailer with one of the largest store footprint in the country
- Lead internal initiatives such as vendor implementation team program management, offsite planning & annual team recognition awards through the diversity, equity, inclusion and belonging initiative, and facilitate events as committee member of gTech Women@ NYC group.

BUSINESS & INTEGRATIONS ARCHITECTURE TECHNOLOGY CONSULTANT

Accenture

Senior Analyst (Dec 2019 - Present)
Analyst (Sept 2018 - Dec 2019)

- Implement best practices in financial business processes according to system limitations, project metrics, and prioritizing end user experience, requirements, user stories for efficiency
- Drive design, configuration, testing, and deployment in Workday for global clients in non-profit, biotech, pharma, and financial services through end-to-end software development lifecycle of sprints using JIRA, ServiceNow, Salesforce, and iMeet
- Deploy full platform software implementations, enhancements, and functional support for clients and projects collaborating with technical consultants, offshore teams, technical client teams, client stakeholders, and end users
- Launch and monitor user feedback iterating enhancements from deployment of features
- Mentor analysts in their technology consulting careers with resources, tools, and guidance

CONTENT CREATOR

Christine Wong's YouTube Channel

March 2020 - PRESENT

- Build and grow the YouTube channel amassing over 4200 subscribers from 100+ countries in 1.5 years targeting young working professionals in the tech, career, and personal finance niche through constant content ideation, development, execution, and deployment
- Pioneer the technology consulting niche as the #1 ranked on YouTube through market penetration opportunities innovating through analyzing the competition, performance metrics, and data
- Innovate new ways to influence, attract & retain new audiences on a global scale by driving content strategy and development with scalable impact