

# Shannon (Jen-Hsin) Chung

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## WORK HIGHLIGHTS:

- Provided marketing or event support for the NY Liberty, Sports Business Journal, DIAZA Football, and NYU.
  - Collaborated with NBA's Brooklyn Nets through NYU Real World initiative in expanding reach to South America.
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## EDUCATION:

### New York University

Master's in Sports Business

New York, NY

Sept. 2023 – Present

### National Tsing Hua University

Bachelor of Kinesiology (GPA: 3.5)

Hsinchu, Taiwan

June 2023

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## WORK EXPERIENCE:

### DIAZA Football

New York, NY

Marketing and Social Media Intern

Jan. 2025- Present

- Created and executed TikTok content strategies while managing LinkedIn and Instagram engagement.
- Designed custom GIFs for partner teams to enhance their social media presence.
- Assisted in email marketing campaigns by developing content ideas aligned with brand initiatives.

### WNBA New York Liberty

New York, NY

50/50 Raffle Tickets Seller

May. 2024- Nov. 2024

- Facilitated the sale of 50/50 Raffle tickets at New York Liberty home games to **raise \$93,990** for the foundation and made net sales for **\$13,690** and **606** net transactions individually.
- Engaged with a diverse fanbase to promote and explain the raffle program, providing excellent customer service and accurate reconciliation of payments and tickets sold.

### VICTOR Badminton Racket Corp.

Taipei, Taiwan

Marketing Intern

Feb. 2023 - Jul. 2023

- Produced monthly social media reports to analyze accounts performance.
- Created over 100 product images in collaboration with the design team, resized and optimized for website use.
- Offered exceptional global customer service, assisting customers with product information, comparisons, athlete sponsorships, and collaborations.

### University Basketball Association (UBA)

Taipei, Taiwan

Social Media Assistant

Feb. 2022 – Mar. 2023

- Created multiple promotional videos featuring athletes in collaboration with sponsors.
- Conducted interviews with basketball athletes and edited the content for social media platforms.

### Chinese Taipei University Sports Federation

Taipei, Taiwan

Students Sports Union (SSU) Correspondent | [News Portfolio](#) (Google Translate to English)

Sept. 2021 – June 2023

- Wrote and reported on college athletics news, covering volleyball, basketball, and baseball. Achieved a click-through rate of 1,880 for a single news article, a record high.
  - Assumed various roles during games, including photography, editorial tasks, and conducting post-game interviews.
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## RELATED EXPERIENCE:

### Sports Business Journal

New York, NY

Event Staff - Game Changer 2024

Sept. 2024- Sept. 2024

- Organized guest name tags and verified rosters, assisted with award stage setup and front desk greeting and managed guest check-in and provided information to attendees.

### NBA Brooklyn Nets

New York, NY

Collaborator - NYU Real World Program

Jan. 2024- May. 2024

- The NYU team devised a plan to utilize Brooklyn culture in cultivating international partnerships for the Brooklyn Nets and expanding the team's global presence. We implemented the "industrial city" concept to establish a "mini Brooklyn" in Brazil, aiming to foster growth for the team's brand internationally.

### NYU - Graduate Sports Business Society

New York, NY

Social Media Chair

Feb. 2024- Present

- Designed and produced weekly event flyers to promote activities on NYU's Engage platform.
  - Facilitated communication with club leaders and invited panel speakers from the sports industry.
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**SKILLS:** Proficient in Canva, Instagram content management, Google Docs, and Slack.

**INTERESTS:** Enjoy watching tennis matches and Korean dramas, exploring Asian cuisines, and indulging in Oreo cheesecake desserts.