

# Shawn Leung

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## EDUCATION

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**University of California, Santa Barbara**  
**B.A. in Sociology**

2014 – 2018

- **Relevant Coursework:** Crime and Delinquency, Juvenile Justice, Practical Sociology, Social Deviant Behavior, Revolutions and Social Movements in Latin America, Social Inequalities, Social Movements, Socialization, Sociology of Human Sexuality, Special Topics in Sociological Methods, Women's Movements

## EXPERIENCE

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**Starry Internet** – Culver City, California  
*Territory Manager*

March 2020 – Present

- Manage accounts within the East Los Angeles and El Monte territories—being the person of contact for community event planning, acquisition within properties, and B2C & B2B relationship development.
- Community engagement via email marketing strategies and community acquisition events. Staff and assist in coordinating local public and private events hosted by Starry and other partners.
- Data gathering from client onboarding process and event recap data. Utilization of large data sets (Google Suite and Microsoft Suite) for presentations, analysis for event strategies, and partnership success management.
- Utilization of Adobe Photoshop to create marketing for target customer segments within territory.

**Starry Internet** – Culver City, California  
*Lead Brand Ambassador*

July 2019 – February 2020

- Create data-driven, unique and on-brand experiences to effectively increase brand awareness.
- Research, recommend, and assist in coordinating B2C and B2B events, experiences, and influencers that align with the Starry mission.
- Communicate and analyze success stories, key learnings and other activities to Marketing team.
- Partake in the acquisition of thousands of subscribers, generating over \$100,000 in revenue. Assess CPA, KPI, ROI, and other additional metrics with coordinators and communicate goals.

**Connected Camps** – Online  
*Mentor Coach*

September 2018 – January 2020

- FPS esports mentor coach for multiple high schools and coaches working alongside the North American Scholastic Esports Federation (NASEF) and Connected Camps with the focus on community development and social enrichment via team development.
- Construction and utilization of coaching plan and collaboration with managers to develop specialized practices and goals. Offered guidance, support, and workshops to inspiring young individuals for in-game and in-life.
- U.S. Olympic- and Paralympic-supported SafeSport certified.

**Survios** – Los Angeles, California  
*Business Development and Strategy Intern*

August 2018 – September 2018

- Assist in strategizing, designing, and conducting customer interviews and surveys.
- Perform market research and analysis in support of business development for multiple projects.
- Assist in data analysis and data-driven consulting in support of business development.
- Strong utilization of Microsoft Suite and Google Suite to construct databases, visual presentations, and updates.
- Manage ad-hoc projects.

**UCSB Tespa Chapter** – Santa Barbara, California  
*Overwatch - Community Coordinator & Captain*

September 2017 – February 2019

- Top 12 bracket-peak in Overwatch: TESPA North American Collegiate Esports level in Fall 2017. Top 4 in Overwatch: TESPA North American Collegiate Esports level in Spring 2018.
- Strategize outreaching, online community moderation, and community events/expansion on social media and campus for community acquisition, events, sustainability, and reputation.
- Managed and organized practices, reviews, analyses, and community social media accounts.