

GIANNINA ONG

she/her/hers - Research & Communication



EDUCATION

University of Toronto

MA in WGS – November 2020

(Specialization in Women's Health)

GPA: 4.00

Master's Thesis: "A transnational feminist investigation of a Chinese postpartum confinement ritual within constructs of leaky maternal bodies"

Santa Clara University

BA in WGS & English – June 2018

Minors in Public Health & R. Marketing

GPA: 3.92, *summa cum laude*

SKILLS

- Synthesis of literature and data
- Storytelling marketing & feature writing
- Digital content creation & KPIs/metrics
- Qualitative data collection & analysis
- Survey creation & quantitative analysis

AWARDS

2016 NRF Ray Greenly Finalist

Won \$10,000 scholarship for individually producing an innovative digital marketing campaign

2018 Student Life Award

Honor bestowed to the graduating senior who has contributed greatly to overall quality of life in the community

2018 NCAA Woman of the Year Nominee

Recognized for achievements as a female student-athlete on and off the court

Summary of Qualifications I am a strong communicator and digital content creator with the ability to conduct and interpret research; I excel at producing humanistic narratives; and I thrive in fast-paced environments.

MARKETING/COMMUNICATION

Digital Content Creator: Ed Tech Recruiting (Jul 2020-present)

- Produce content aligned across digital channels, including articles, case studies, blog posts, and infographics.
- Ed Tech Recruiting LinkedIn accounts have 10% audience growth and an engagement rate of 10% (up from 2%).

Social Media Manager: Bornbir - Startup (Jul 2020-present)

- Establish and execute a social media roadmap and act as a driving force behind the work at all levels, across all platforms. Lead a team of social media managers, graphic designers, and writers to develop Bornbir as a trusted resource for perinatal needs.
- Bornbir social media launched in July and since the first month have an average 110% audience growth monthly in followers across all platforms.

Communications Assistant: Women and Gender Studies Institute (May 2020-Sep 2020)

- Completed department website redesign, which serves a variety of stakeholders, such as interested students, current students, administrators and researchers.

Writing Intern: Phi Beta Kappa (Jan 2019 - Jun 2019)

- Highlighted members through print and digital newsletter profiles across the nation for their contributions to the pursuit of arts and sciences.

Editorial Intern: Santa Clara University (May 2017-Sept 2018)

- Researched and wrote features about alumni, faculty, and students.
- Strategized digital presence and copyedited several editions of an award-winning alumni magazine with a circulation of 75,000.

Merchandising Intern: Williams-Sonoma (Jun 2016-Sept 2016)

- Worked cross-functionally through the product lifecycle (i.e. from R&D and vendor relations to marketing and distribution)
- Merchandised and marketed 3 seasons of product resulting in a 10% increase in sales in a previously stagnant category

RESEARCH EXPERIENCE

- Administrative/Research Assistant: Abilitypath (current role)
 - Designing survey to measure needs and knowledge of caregivers and individuals with developmental disabilities.
- Research Assistant: UCSF Emotion, Health, & Psychophysiology
- Hackworth Fellow: Markkula Center for Applied Ethics

RECENT PUBLICATIONS/PRESENTATIONS

Thai, C. L., Ong, G., Tran, T., & Le, Y. (Sept 2020). Assessing the Impact of a Patient Navigator Intervention Program for Vietnamese-American Women with Abnormal Mammograms. *Journal of Cancer Education*, 1-10.

Ong, G. (Apr 2020). Chinese Mothers and Postpartum Daughters: (Re)Structuring Family in Diasporic Contexts Through The Practice of zuo yue zi or "Sitting the Month." Paper presented at Association for Asian American Studies Conference. Postponed due to COVID-19

Ong, G. (Apr 2020). The "Bad Breast": Women of Color, (Sensual) Breastfeeding, and Mother & Child Health Promotion. Paper presented at Popular Culture Association/American Culture Association National Conference. Postponed due to COVID-19

Ong, G. (Nov 2019). Pregnancy, Prenatal Testing, & Reproductive Justice. Lecture for WGS160Y: Introduction to Women and Gender Studies.