

# WeiWei Gao

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## EXPERIENCE

### GoingMyWei LLC, Jacksonville, FL

Owner, Content Creator, Professional Golfer

Feb 2023 - Present

- Founded and led a company blending golf passion with digital storytelling.
- Acting as a brand ambassador, collaborating with golf-related brands to promote products and services via short-form and long-form content.
- Grew my Instagram account to 25k followers and TikTok to 10k followers in 3 months respectively.

### Eisman Golf Academy, Fairfax County, VA

Head Web Designer & Social Media Content Strategist/Producer

Feb 2023 - Present

- Lead the design, development, and maintenance of the academy's website, ensuring an engaging, user-friendly experience.
- Collaborate with the marketing team to formulate and implement effective social media strategies.

### Eisman Golf Academy, Fairfax County, VA

Staff Assistant

Feb 2023 - Jan 2024

- Delivered individual and group golf lessons, tailoring coaching plans to each student's needs.

### Philippine National Golf Team Member, Philippines

2014-2021

- Represented the Philippines in numerous international competitions, achieving the #1 amateur ranking in 2021.

### UVA Golf Varsity Team, Charlottesville, VA

Team Member, Fall 2017 - Spring 2021

- Contributed to team efforts in collegiate tournaments, maintaining a strong performance record.

## EDUCATION

University of Virginia, Charlottesville, VA

BA Sociology, August 2017 - May 2021

## SKILLS

Videography

Premiere Pro

After Effects

Davinci Resolve

Photoshop

Lightroom

Communication

Marketing

Problem Solving

Relationship building

Active Listening

## SOCIAL MEDIA

Instagram: @going.my.wei

TikTok: @weiweigao

YouTube:  
GOINGMYWEIGOLF

