

CHLOE GAN



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Chloe Gan



Kuala Lumpur



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EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES

B.A. Communications, Computing Specialization (2018)

Major GPA : 3.7

EXPERIENCE

DIGITAL MARKETING STRATEGY INTERN

SeekU, Santa Monica | 2018

- Proposed and executed drip email campaign, social media & content marketing campaigns which included a long-term brand awareness and referral program strategy.
- Achieved a conversion rate of 17% in the first three months via promotional video campaign.
- Increased 35% of landing page view growth within three months via tracking and analyzing social metrics through Facebook Analytics.
- Proposed marketing campaigns and presented results to company's stakeholders.

FILEMAKER PRO DEVELOPER, ANALYST AND RESEARCHER

UCLA | 2018

- Analyzed the results of over 10,000,000 audio and visual files based on fake news bias and polarization for the UCLA Dept. of Communications.
- Designed and managed a working database on FileMaker Pro software to organize 16 SQL tables based on the relationships between predicted variables.
- Developed a report automation and implemented a dashboard to analyze data and content of the back-end database in real-time.

LEADERSHIP

GOOGLE ONLINE MARKETING CONTEST

Google & UCLA & SeekU | 2017

- Led a team of 4 UCLA students to partner with SeekU (a non profit organization) and collaborate with Google to develop a digital marketing strategy and execute online marketing campaigns, utilizing Google AdWords with an Ad grant of USD 250 for up to 21 days.
- Devised and launched 4 campaigns with the highest impressions of 15,585 views on our display ads on YouTube.
- Achieved 1647 impressions and 15% of landing page view growth on SeekU's landing page.

MEDIA & TECHNOLOGY TEAM

NAMSA (National Assembly of Malaysian Students in America) | 2018

- Responsible for creating monthly newsletter that successfully reached out to 500 Malaysian students in America within 3 months.
- Organized US-X 2017 MYTEC Malaysian Entrepreneurship Conference which we partnered with Google Malaysia, Axiata, Next Academy and other leading companies to facilitate networking opportunities and career development.

STATISTICS MENTOR

De Anza College, Cupertino | 2014-2016

- Assisted and mentored college students to develop Mathematical, Statistical and quantitative skills to succeed in the academic setting.

KEY SKILLS & INTERESTS

- **Digital Marketing** : Google AdWords, Photoshop, Facebook Analytics, MS Powerpoint, MS Excel
- **Software & Web Development** : C++, Java, HTML, CSS, Js, Php
- **Database Management** : MySQL
- **Interests** : Piano, photography, winter hiking, skiing, watching documentaries