

Contact

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Top Skills

Standard Operating Procedure (SOP)

E-Commerce

Social Media Marketing

Minyue(Sherry) Yao

USC Annenberg | M.S in Digital Social Media | Marketing | Social media Content specialist

Los Angeles, California, United States

Summary

I'm Minyue, also go by Sherry, currently pursuing a M.S degree in Digital Social Media at the University of Southern California. I got my Bachelor degree in New Media from The Ohio State University.

My career journey has been marked by significant achievements in various roles. My internship experience at Bilibili as a Content Operations Intern further honed my skills in event planning, user-generated content stimulation, and social media management, resulting in impressive follower growth. Then I got the opportunity to work as a full-time Content Specialist, where I executed marketing communication strategies that led to a 400% ROI increase. I managed social media accounts, orchestrated comic-themed events, and standardized advertising processes for enhanced exposure.

At ByteDance - TikTok, I served as an Oversea e-Commerce User Growth Specialist, where I crafted pre-launch marketing strategies for Pico's VR headset release in Europe. My data-driven approach and real-time analysis ensured effective targeting and a boost in new customers.

During my tenure at PaperGames in Shanghai, I excelled as a Social Media Content Specialist, where I led successful fan art collection events and managed social media accounts for "Path to Nowhere." My work increased subscribers and engagement while optimizing event plans to align with community preferences.

I possess a diverse skill set, including proficiency in Python, SQL, and various software tools. My multilingual abilities in Mandarin, English, and intermediate Japanese enable effective communication across borders.

Outside of my professional endeavors, I'm an influential figure in the social media landscape, boasting 100k+ subscribers. My personal

interests in e-sports, cosplay, anime, and comics demonstrate my passion for the digital and entertainment industry.

I am excited to leverage my skills, experience, and passion for digital media to contribute positively to future endeavors and make a lasting impact in the field.

Experience

PaperGames

Social media content Specialist

December 2022 - August 2023 (9 months)

Shanghai, China

- Responsible for the whole process of monthly fan art collection events on several social media platforms of "Path to Nowhere", independently planning and promoting one-year anniversary multi-platform multi-track design competition. Collaborate with multiple departments and mobilize multi-platform resources to ensure that the exposure & interaction data of each activity is positively rising; continuously optimize and iterate the event plan according to the game version & community public opinion.
- Operate social media accounts of "Path to Nowhere", including Bilibili/TikTok, etc. Independently building a matrix of multi-platform fan art accounts, which increased 100k+ subscribers. Combed the ecological situation of the overseas gaming community of "Path to Nowhere", explored the operation mode and direction of the overseas social media account.
- Promote the standardization of "Infinity Nikki" gaming community management, build a union with external suppliers and KOLs, continue to refine the iterative demand, and build a player community management system. Participate in the content planning of the multi-platform official account of "Infinite Nikki" during the first public technical test period, promote the output of copywriting & materials, and assist in the smooth landing of it.
- Responsible for the content planning & release of the multi-platform official account of "The Perceiver" during Chinese New Year 2023, and participate in the monitoring of public opinion on super talk in collaboration with the PR team.

ByteDance

Oversea e-Commerce User Growth Specialist

April 2022 - December 2022 (9 months)

Shanghai, China

- Create pre-launch marketing strategies, including channel selection and content optimization, for the release of Pico (a VR headset brand acquired ByteDance) in Europe to reach the product's target audience and perform real-time analysis with Python to track effectiveness
- Research e-Commerce user preferences in Europe and Southeast Asia to brainstorm and implement multi-channel marketing strategies for TikTok's overseas e-Commerce platform and track the statistics, achieving 125% progress in objectives and key results (OKR) in Singapore within 2 months and increasing the number of daily new customers by 150% in the UK
- Optimize standard operations procedures (SOP) by aligning and communicating with creative directors and product and business development teams to ensure the timely completion of ads and posters
- Construct reaction time analysis metrics for TikTok hashtags and perform competitor analysis on developed markets to convert insights for algorithm analysis and ad optimization; extract the strengths of the current marketing strategy to support additional foreign market entries

Bilibili Comics

Content Specialist

May 2021 - April 2022 (1 year)

Shanghai, China

- Developed and executed marketing communication strategies, such as selecting and inviting TikTok influencers, customizing video content, and planning giveaways to drive traffic and conversion rate, contributing to a 400% increase in ROI
- Set up and managed multiple social media accounts (TikTok, Kuaishou, RED) for the comic IP after establishing a content strategy, created and published content to build IP awareness and grow the fanbase; reached over 5 million views per promotion video and a total growth of 1.6 million followers within the first month
- Promoted the comic IP by launching and broadcasting monthly and quarterly comic-themed events and worked with the BD team to propose and initiate collaborative content strategies, which reached an exposure of over 0.9 billion and attracted over 5 million views
- Standardized the ads launch process through multiple marketing channels to increase comic exposure and enhance advertising efficiency and monitored reactions to content and advertising effectiveness; successfully drove 2.9 million in web traffic in Q3&Q4

bilibili Group

Content Specialist

November 2020 - May 2021 (7 months)

Shanghai, China

- Brainstormed and planned monthly forum member events based on popular IPs and the ACG (anime, comic, game) market, worked cross-functionally with different departments to improve promotional content and promoted in comic communities and on social media platforms; increased forum discussion by 15% and click-through rate (CTR) by 20%
- Stimulated user-generated content (UGC) through interactive promotional events and established UGC performance metrics and keywords to automate UGC's screening process, leading to an increase in unique visitor click-through rate by 30%
- Managed social media accounts, creating content and editing images to promote the forum, merchandise, and events and convert web traffic into sales; effectively boosted 3m+ followers on Bilibili and 20k+ on Weibo

Education

University of Southern California

Master of Science - MS, Communication and Media Studies · (2023 - 2025)

The Ohio State University

Bachelor of Arts - BA, Communication and Media Studies · (August 2018 - May 2021)