

Ella Chen

Willing to relocate | 217-991-2758 | xingyic3@gmail.com | LinkedIn | Portfolio

EDUCATION

University of Illinois at Urbana-Champaign

Urbana, IL

Bachelor of Arts in Communication, Minor in Informatics, GPA: 3.98/4.0 (Dean's List)

Sep 2023 – May 2025

University of Colorado Denver

Denver, CO

Bachelor of Arts in Communication, GPA: 3.78/4.0 (Dean's List)

Sep 2021 – Jul 2023

WORK EXPERIENCE

TechSage RERC

Urbana, IL

Marketing and Communication Intern

Jan 2025 – May 2025

- Managed and designed **social media** content (Facebook, Instagram, LinkedIn, X) via **Hootsuite** and **Canva**, boosting views by **51%** and reach by **73.2%**.
- Conducted interviews with researchers for the annual newsletter and launched **email marketing** campaigns via **Mailchimp**, increasing user engagement by **23.1%**.
- Wrote **SEO**-optimized content with **keyword** integration and **internal linking** for the website. Learned to use **SEMrush**, **Ahrefs**, **WordPress**, **Google Analytics**, and **A/B testing** to understand traffic patterns and improve user experience.
- Analyzed social media traffic via **Hootsuite** and email performance via **Mailchimp**, improving **engagement strategy**.

Community Data Clinic

Urbana, IL

Market Analyst and Research Assistant

Sep 2024 – Dec 2024

- Extracted data using **VLOOKUP (Excel)** and **SQL**, visualized insights in **Tableau** for **1,000+ Black-owned microbusinesses**, optimizing project workflow and improving decision-making efficiency.
- Conducted **competitive analysis and market research**, drafted actionable reports, and brainstormed innovative strategies.
- Developed podcast scripts and topics, edited episodes using **Adobe Audition**, increasing podcast traffic by **57.3%**.

BlueFocus (Lenovo's 4A Agency)

Beijing, China

Digital Marketing Intern, AI International Department

May 2024 – Aug 2024

- Analyzed **large-scale datasets for 30+ projects** using **Excel and Python**, developing data-driven marketing strategies.
- Optimized **email marketing via HubSpot** and drafted outreach emails to establish collaborations with **Forbes**, **MakeUseOf**, **GizChina**.
- Designed social media content and case studies using **Figma and Canva**, increasing fan engagement by **34.2%**.
- Conducted **A/B testing on social media**, improving **ad performance by 12%** through click-through and engagement analysis.

China Securities Co., Ltd

Beijing, China

International Marketing Intern

Jun 2023 – Aug 2023

- Utilized **Excel and Bloomberg Terminal** to analyze financial data and compile **30+ daily market briefs**.
- Reviewed **60+ AI-related reports** in the A-share market and documented bilingual insights using **Lark**.

NetEase

Beijing, China

Marketing and Media Operations Intern

Jun 2022 – Aug 2022

- Created pictures and videos for **Musk tech features** using **CapCut, Adobe Photoshop and Premiere**, increasing viewership by **30%**, with one video reaching **1.08 million views**.
- Monitored **media platform performance via TikTok Analytics**, developed data-driven strategies, and boosted traffic by **46.3%**.

PROJECT EXPERIENCE

The Adaptive Cognition and Interaction Design (ACTION) Lab

Urbana, IL

Research Assistant

Jan 2024 – May 2024

- Designed a **semi-structured interview**, interviewed **50+ users**, gathered **300+ actionable insights** to analyze user behavior.

UIUC Campus Safety Mentor Program

Urbana, IL

Design Team Member

Sep 2023 – Dec 2023

- Designed a **mentor matching system from 0 to 1** using **Figma**, applying a user-centered approach. Created and distributed surveys on **Reddit**, analyzed data with **Google Analytics**, and improved **user flow through A/B testing**, increasing **form completion rate by 30%** and boosting **CTA conversion by 38.2%**.

SKILLS

Certifications: Google Ads, Google Analytics, HubSpot SEO

Digital Marketing Tools: Meta Ads, Google Ads, SEMrush, Ahrefs, WordPress, Wix, Shopify, Hootsuite, Buffer, HubSpot, Mailchimp, Adobe Creative Suite, CapCut, VLOOKUP, Tableau, Google Analytics, Google Search Console, SQL, Python

Languages: Bilingual in English and Mandarin