Ella Chen

South Bend, IN | 217-991-2758 | xingyic3@gmail.com | LinkedIn | *__Personal Portfolio__*

EDUCATION

University of Illinois at Urbana–Champaign — *B.A. in Communication, GPA: 3.97/4*
Courses: Intro Database Concepts & Apps (SQL), Data Science Discovery (Python) — Sep 2023 – May 2025

China Agricultural University – UCDenver Joint Program — *B.A. in Communication*
Activities: School Choir, Soprano (President), Musical Theatre Club, Women's Basketball Club — Sep 2021 – Jul 2023

WORK EXPERIENCE

M&V Pro Services Inc. (and sister companies: A+, Wayne, Asscher, Marquee) — **South Bend, IN**
Digital Marketing Specialist — May 2025 – Present

- Analyzed and optimized **8+ accounts / 20+ ad campaigns** (Google Ads, Meta Ads, LinkedIn Ads); applied **A/B testing** to refine targeting, increasing clicks and conversions by **80%+**.
- Cleaned and segmented **30,000+ CRM records** (Excel VLOOKUP, GoHighLevel), enabling accurate **B2B vs. B2C segmentation** and launching retargeting campaigns that improved engagement.
- Built marketing data infrastructure with **GA4, Google Tag Manager, Microsoft Clarity**; developed **Tableau dashboards** to visualize KPIs and guide budget/ROI decisions.
- Executed **SEO & UX optimization** for **5 websites** (WordPress, Squarespace, SEMrush); debugged **HTML/CSS/JavaScript** to boost organic traffic and raise form conversion rates.

TechSage RERC (federally funded center on aging with disability) — **Urbana, IL**
Marketing & Communication Intern — Sep 2024 – May 2025

- Analyzed performance data across **Facebook, Instagram, LinkedIn, X** using **Hootsuite dashboards**; compiled weekly reports and applied insights to adjust strategy, boosting views by **51%** and reach by **73.2%**.
- Performed **SEO keyword analysis** (SEMrush, Ahrefs), creating data-driven strategies that achieved **#1 Google ranking**.
- Used **Google Analytics & Hootsuite** to guide newsletters, translating technical research into accessible insights for diverse audiences.

PROJECT EXPERIENCE

Community Data Clinic (community-centered research hub advancing digital equity) — **Urbana, IL**
Market Analyst & Research Assistant — Sep 2024 – Dec 2024

- Extracted and cleaned data with **Excel (VLOOKUP)** and **SQL**; visualized insights in **Tableau** for **1,000+ Black-owned microbusinesses**, improving workflow and decision-making efficiency.
- Analyzed **podcast metrics** with **A/B testing & segmentation**; optimized content in **Adobe Audition**, boosting traffic by **57.3%**.

ACTION Lab (The Adaptive Cognition and Interaction Design Lab) — **Urbana, IL**
Research Assistant — Jan 2024 – May 2024

- Conducted **50+ semi-structured interviews**, synthesizing **300+ insights** to analyze user behavior and inform design decisions.
- Developed a **health chatbot prototype** (Figma, ChatGPT), creating interactive quizzes and tracking user activity with **Google Analytics** to optimize retention.

INTERNATIONAL WORK EXPERIENCE

BlueFocus (Lenovo's 4A Agency) — **Beijing, China**
Digital Marketing Intern, AI International Department — May 2024 – Aug 2024

- Analyzed large datasets for **30+ projects** (Excel, Python), generating insights to support data-driven marketing strategies.
- Optimized **HubSpot email campaigns**; drafted outreach emails and established collaborations with **Forbes, MakeUseOf, GizChina**.
- Designed and tested social media content (**Figma, Canva**); boosted engagement by **34.2%** and ad performance by **12%**.

China Securities Co., Ltd. (China's leading full-service investment bank) — **Beijing, China**
International Marketing Intern — Jun 2023 – Aug 2023

- Analyzed **financial & market data** (Excel, Bloomberg Terminal); produced **30+ market briefs** to support investment decisions.
- Reviewed **60+ AI-related reports** in the A-share market; summarized bilingual insights in **Lark** to guide campaign improvements.

SKILLS

Data & Visualization: Excel (VLOOKUP), Tableau, SQL, Python (pandas), Google Analytics, Google Tag Manager
Business Insights: A/B Testing, Segmentation, Forecasting, ROI Analysis, SEO Analytics (SEMrush, Ahrefs), Data Storytelling
Hobbies: Chinese dance, Musical Theatre Singing, Zumba, Scuba Diving (OW Certified), Alpine Skiing, Basketball, Swimming