

ERREN CHEN

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EXPERIENCE

CEO

EC Media

05/2023 -- 01/2025

- Implemented comprehensive social media marketing campaigns via Facebook/Instagram ads for 15+ contractors, helping them achieve revenue growth of 85-125% within the first quarter.
- Built 14 brand-new websites and sales funnels using GoHighLevel CRM, increasing lead conversion by 42% through integrated SMS and email marketing strategies.
- Utilized data scraping techniques to compile 2,800+ qualified business-owner leads into a centralized database, achieving a 32% response rate for targeted outreach campaigns.
- Leveraged Facebook Ad Analytics to test and identify winning ads within 72 hours, reducing campaign costs by 38% while delivering 2.7x higher ROI for clients.
- Applied sales techniques from Jeremy Miner's Inner Circle Training to increase closing rates by 45% and improve long-term client retention.
- Foster long-term client relationships by offering ongoing consulting and support, rather than short-term results..

Content Creator

Self-Employed

01/2023 -- Present

- Developed and managed personal brand across TikTok and Instagram, generating 1.2M+ monthly impressions and 15K+ profile visits weekly.
- Grew audience to 400,000+ followers within 18 months by consistently posting engaging content, achieving 62% higher retention rates than platform averages.
- Researched and implemented 7 key growth strategies, leveraging platform algorithms to increase video completion rates by 43% and boost content discovery.
- Collaborated with 25+ brands and influencers to produce sponsored content and increase visibility.
- Utilized analytics tools to optimize engagement metrics, resulting in 3.7x higher conversion rates and 52% increase in follower growth month-over-month..

Co-Founder

Kolab AI LLC

12/2024 -- Present

- Co-founded an AI-powered job application startup, currently pursuing seed funding to fuel further growth and platform development.
- Conducted extensive market research across 4 industries to identify 3 primary target user segments to refine our value proposition for investors and strategic partners.
- Created an automated content-posting software utilizing Instagram, Facebook, LinkedIn, Reddit, and YouTube APIs, reducing posting time by 85% and increasing content consistency by 3x with 24/7 autopilot capability.
- Led marketing and business development initiatives—encompassing brand strategy, client acquisition, and long-term partnership cultivation.
- Managed social media content creation, securing organic audience growth and establishing credibility within the startup ecosystem.
- Collaborated with cross-functional teams to enhance 3 core product features (ATS-Optimized Resumes, Intelligent Application Analysis, AI-Powered Job Match Search), aligning marketing campaigns with user needs..

EDUCATION

Bachelor of Science in Business Administration, Real Estate Finance

California Polytechnic State University, San Luis Obispo • San Luis Obispo, CA • Expected June 2026

INVOLVEMENT

Board Member

California Polytechnic State University, San Luis Obispo • Cal Poly Mindset Club • January 2023 – February 2024

- Spearheaded club's inaugural \$1,000 Easter Egg Hunt—secured sponsorships from Nick the Greek and local businesses through strategic networking—increasing club visibility and diversifying student participation.
- Led marketing campaign with YouTube and social media content while managing team collaboration for event logistics, advancing the club's mission of fostering positive mindset across campus.

SKILLS

Technical & Analytical: Facebook Ad Analytics, Data Scraping, Website & Funnel Building

Customer Service: Client Relations, Communication, Conflict Resolution, Troubleshooting

Leadership & Teamwork: Team Captain Experience, Club Board Membership, Mentorship

Software: Facebook Ads Manager, GoHighLevel CRM, Content Management Systems

Marketing & Sales: Social Media Ads (Facebook, Instagram), CRM Management (GoHighLevel), Email/SMS Campaigns

