

# Jennifer Chen

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## EDUCATION

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**University of Washington**, Seattle, WA

Bachelor of Arts in Marketing, Minor in Data Analytics, GPA: 3.6

June 2023

## WORK EXPERIENCE

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**Digital Marketing Coordinator**

July 2023 – Present

*TechVision Solutions, Seattle, WA*

- Manage social media strategy across platforms, growing followers by 145% in 12 months
- Create and optimize paid campaigns with \$25,000 monthly budget, achieving 4.2:1 ROAS
- Develop content including blogs, emails, and videos driving 6.8% engagement rate
- Conduct A/B testing on landing pages improving conversion rates by 34% year-over-year
- Analyze performance using Google Analytics and HubSpot, presenting monthly reports to leadership

**Marketing Intern**

January 2023 – June 2023

*Cascade Coffee Company, Bellevue, WA*

- Assisted in seasonal product launch reaching 50,000+ customers via email and social media
- Created visual content achieving 12% average engagement rate on Instagram and Facebook
- Supported influencer partnerships with 15 local micro-influencers

## LEADERSHIP EXPERIENCE

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**Vice President of Communications**

September 2021 – June 2023

*American Marketing Association - UW Chapter*

- Led communications for 200-member organization managing website, newsletter, and social media
- Organized 6 workshops featuring executives from Amazon, Microsoft, and Starbucks
- Increased event attendance by 67% through strategic promotion

## CERTIFICATIONS & SKILLS

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- Tools: Google Analytics 4, Google Ads, Meta Business Suite, HubSpot, Mailchimp, SEMrush
- Design: Adobe Creative Suite, Canva, Figma
- Skills: SEO/SEM, email marketing, content marketing, social media, paid advertising
- Certifications: Google Analytics, HubSpot Content Marketing, Meta Blueprint Certified