

EDUCATION

exp grad
June 2020

University of Washington- *Seattle, WA*

BA, English Language and Literature

BS, Biochemistry

SKILLS

Email Nurture Programs

Social media marketing strategy

Professional copy for varied audiences

Event planning and facilitation

Adobe Marketo (email service provider)

Fluency in English and Chinese

EXPERIENCE

June 2019 -
Sept 2019

Amazon: Marketing Specialist Intern (AWS) - *Seattle, WA*

Worked on the the AWS Global Acquisitions team to drive signups through email programs

Developed new content and targeting segmentations for email nurture programs on Marketo

Tested optimizations and analyzed email engagement results with A/B testing

Jan 2019 -
Present

The Daily UW: Writer - *Seattle, WA*

Collaborate with illustrators and photographers to publish articles for the school newspaper.

Conduct interviews and write news articles about topics relating to the UW student body.

June 2018 -
Present

UW Healthcare Alternative Spring Break: Director of Marketing. - *Seattle, WA*

Lead team to promote an annual healthcare shadowing trip with info sessions, newsletters, etc.

Maintain HCASB social media and update website to be more accessible to trip participants.

Oct 2017 -
Present

MEDEX Northwest: Office Assistant - *Seattle, WA*

Process physical and electronic copies of student information to be more easily accessible.

Organize clinical rotation information on various digital systems incl. Exxat, Filemaker, etc.

Aug 2017 -
June 2018

UW Night Market: Director of Marketing and Public Relations - *Seattle, WA*

Created digital marketing strategy on social media platforms to attract 8000+ people to the event.

Led creation and distribution of all promotional material (incl. graphics, posters, and videos).

Coordinated outreach to UW organizations and media outlets for cross-promotions.

Dec 2016 -
July 2017

UW Night Market: Social Media Coordinator - *Seattle, WA*

Worked with Marketing Director to create marketing plan for the 2nd biggest event at the UW.

Wrote digital copy and schedule social media posts to reach max. audience interaction (fb and ig).

Increased audience responses on Facebook event page by 470.4% from the previous year.