

ANNA TAY

<http://annatay.com>

EXPERIENCE

AUDIENCE ENGAGEMENT PROJECT MANAGER

Influenster / New York, NY / Aug 2016 - Jan 2017

- Ran Email Marketing from start to finish —conceptualized, wrote copy for, coded, segmented and tracked email communications to millions of the online user community weekly.
- Worked with the design and development teams to create monthly campaigns and contests to on-board, engage, and retain users.
- Communications to users, included, but were not limited to e-mails, newsletters, and automated engagement messaging run through Leanplum and in-house platform.

PRODUCT DESIGN CONSULTANT

Mogul, Inc. / New York, NY / Apr 2016 - Jun 2016

- Responsible for implementing UI/UX into e-mail campaigns which resulted in an 8% increase in conversions.
- Coded responsive HTML/CSS across several e-mail platforms and wrote effective copy for campaign.

DESIGN CONSULTANT

Ladder Digital / New York, NY / Feb 2016 - Apr 2016

- Conceptualized and designed 100+ marketing tactics to be available on both client-facing and public-facing interfaces.
- Created illustrations in Sketch by collaborating with a team of marketers and designers.

ASSISTANT COUNSEL

Foresters Financial Services, Inc. / New York, NY /

Sept 2012 - Jan 2016

Advised on variety of legal and regulatory matters in broker-dealer business including compliance issues concerning privacy laws and regulations.

- Drafted, negotiated, and reviewed contracts including service, lease, vendor, and non-disclosure agreements.
- Managed and provided legal support functions for major rebranding project which spanned the course of over a year.

SKILLS

TOOLS

HTML/CSS, Google Analytics, Leanplum, Sendgrid, Sketch, Photoshop

AREAS OF EXPERTISE

Email marketing, web analytics, A/B testing, conversion optimization, copywriting, wireframing, prototyping, personas, surveys, user research, user testing

EDUCATION

WEB DESIGN

Startup Institute / New York, NY

Feb 2016 - Apr 2016

JURIS DOCTORATE

New York Law School / New York, NY

2008 - 2011

B.S. in BUSINESS ADMINISTRATION

UC Riverside / Riverside, CA

2004 - 2008