

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, tested and segmented email communications to millions of users weekly.
- Built and deployed weekly newsletters and automated CRM messaging.
- Developed, created content, and posted regularly on social media channels to promote platform activities, short-term/long-term campaigns and contests.
- Tracked, measured, and analyzed performance of initiatives to report on actionable user insights and to optimize future campaigns.

PRODUCT DESIGN CONSULTANT

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

- Implemented and created design from the ground up for email campaigns which resulted in an 8% increase in conversions.
- Coded responsive HTML/CSS across several email 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, CAN-SPAM Act, cybersecurity, and employment law.

- 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, SQL, Google Analytics, Leanplum, Sendgrid, Sketch, Photoshop

AREAS OF EXPERTISE

Email marketing, web analytics, A/B testing, conversion optimization, copywriting, SEO, storytelling, wireframing, prototyping, user research, product 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