

# ANNA TAY

<http://annatay.com>

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## EXPERIENCE

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### 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 increased conversions.
- Coded responsive HTML/CSS across several email platforms and wrote effective copy for campaigns.

### 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.

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## SKILLS

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### 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

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## EDUCATION

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### 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*