

WORK EXPERIENCE

Together Labs | San Francisco Bay Area

A leader in the innovation of technologies in the metaverse, formerly known as IMVU.

Community Market and Product Market Associate

May 2021 – Present

- Product Launch/Go to Market Plan Support on WithMe
- Management of CRM (HubSpot), CMS (Moengage), CDN (AppsFlyer), Preset Cloud, Apache Superset, MailChimp, SurveyMonkey, Zapier, TapResearch, UserInterviews, CleanSpeak, SpectrumLabsai, SuperAwesome, Facebook Ads Manager, Snapchat Ad Manager, and TikTok Ad Manager
- Using SQL to track user events within the mobile app
- Tracking and analyzing the results of advertising campaigns as well as lookalike ad campaigns

Trilogy Education Services | Atlanta, GA

A bootcamp hosted at Georgia Tech

Digital Marketing Teaching Assistant for Georgia Tech

March 2021 – Present

- Supplemental digital marketing instruction
- Assisting the instructor with the organization of instructional materials, attendance, grades, and project demonstration.
- Guiding students through understanding key Marketing Strategies such as Brand Strategy, Brand Building, Campaign Development, Digital Advertising, Web Analytics, and Email Marketing.

The Marshall Group | Columbus, GA

Marketing Analytics Intern

Jan 2019 – Oct 2019

Small Boutique Advertising Agency in the Columbus, GA Metro Area

- Discovered clients' needs for social media advertising and developing strategic solutions during initial consultations and ongoing meetings.
- Assisted Market Managers with campaign management of email, Facebook Ads, Instagram Ads, Twitter Ads, and Pinterest Ads.
- Conducted research on target audiences in the Columbus, GA Metro Area, competitive analysis, SEO, and SMO
- Created and followed project plans and schedules using Asana
- Found new SMO strategies to improve Client's organic and paid reach and impression
- Content creation for social media platforms such as Facebook, Instagram, and Twitter as well as for email marketing campaigns and display ads
- Monitored social media accounts and maintaining online reputation.
- Created monthly data reports for clients to review over the effectiveness of certain campaigns as well as posts/stories.

Motion Global | Shanghai, China

China Market Intern

May 2017 – Aug 2017

Fast-growing eyewear e-commerce retailer. Best-known websites are SmartBuyGlasses and Vision Direct.

- Responsible for the content release and operation of new media channels
- Assisted in the daily operations of the e-commerce platform as well as event planning
- Updated the inventory, price, promotion, and other information of the product

PROJECTS

Pearl Hacks | Chapel Hill, North Carolina

February 2020

A beginner hackathon for female and non-binary programmers in college or within 12-months of post-graduation.

- Programmed a text adventure game through front end web development and Twine
- <https://spubbyborp.github.io/>

EDUCATION

Kennesaw State University | Kennesaw, GA Aug 2021 – Present

- Master of Science in Computer Science
- Concentration in Data Science
- Anticipated Graduation: Fall 2023

Georgia State University | Atlanta, GA Aug 2019 – May 2021

- Bachelor of Science in Computer Science
- Minor in Mathematics

Georgia State University | Atlanta, GA Aug 2016 – Aug 2018

- Bachelor of Interdisciplinary Studies in Asian Studies
- Concentration in International Business and Economy
- Awarded: August 2018

SKILLS

Programming: Python, Java, Swift, HTML, CSS, JavaScript, SQL, NoSQL Scala

API: Keras, AWS

Software: TensorFlow, pandas, PySpark

IDE tools: PyCharm, IntelliJ IDEA CE, Visual Studio Code, XCode, Twine, Dreamweaver

Adobe: Adobe Acrobat, Adobe XD, Photoshop, Adobe Illustrator, Dreamweaver, InDesign

Microsoft Office: Word, Excel, PowerPoint

Google Suite: Gmail, Google Sheets, Google Slides, Google Docs, Google Ads, Google Form, Google Drive, Apps Script

Platforms: Microsoft Windows XP/Vista/7/10, Mac OS X

Communication: Presentations to management, peers, clients and students; technical reports, project proposals