

# JOYSHI

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JOYMSHI@GMAIL.COM

## EXPERIENCE

### AUDITBOARD, Los Angeles

APRIL 2016-PRESENT, MARKETING MANAGER

- Part of a 2-person Marketing team responsible for driving \$3M in Opportunity Value and \$700,000 in Closed-Won revenue at a rapidly-growing enterprise SaaS company
- Produce content resources, e.g. whitepapers, case studies, videos, and eGuides, to drive and nurture leads via paid, search, social, and email channels
- Manage AuditBoard's blog and publishing calendar, writing as needed and working with thought leaders to produce engaging content for top of the sales funnel
- Utilize keyword research and SEO insights to inform strategic, end-to-end web content creation and drive organic search rankings for target keywords
- Own email marketing in Hubspot, create and A/B test subject lines, copy, and images; track and analyze results and make recommendations for future campaigns
- Work closely with Design, Product, and Sales teams to produce relevant content and collateral for Sales team and stakeholders
- Work with Demand Generation Manager to test and optimize email drips, paid ads, landing pages for lead nurturing campaigns

### OFFABBOT, Venice

JANUARY-APRIL 2016, DIGITAL MARKETING CONSULTANT

- Developed and executed the content strategy for OffAbbot's blog and social channels
- Launch, manage, and measured paid user acquisition and sponsored content campaigns across Facebook, Twitter, and Instagram
- Led the entire website redesign process, from selection of developer team to coordinating the design of a mobile-optimized website for hosting 360VR content

### LIVE NATION, Hollywood

SEPTEMBER 2013-NOVEMBER 2015, EDITOR OF ONESTOWATCH.COM

- Oversaw content strategy for Ones To Watch, an artist discovery blog created as part of a multimillion dollar partnership between Live Nation and Skype
- Led writing and filming teams to produce editorial content for the Ones To Watch blog and social channels
- Act as main point of contact between Live Nation, Skype, and social media agency to ensure all brand guidelines and expectations are being effectively communicated
- Worked closely with artists' management teams to schedule interviews, tour announcements, and on-site performances in the Live Nation Hollywood office
- Managed and updated marketing pitch decks for Ones To Watch artist and tour sponsorship presentations

### LIONSGATE, Santa Monica

2011-2012, PRODUCTION AND DEVELOPMENT INTERN

- Supported Development department by assisting with all welcoming and receiving needs
- Summarized screenplays and wrote analysis for review by Head of Development, Film
- Prepared and distributed daily media clips and filming schedules to department heads

## EDUCATION

### UNIVERSITY OF CALIFORNIA, LOS ANGELES

BA POLITICAL SCIENCE, JUNE 2012

## PROFICIENCY

HUBSPOT INBOUND CERTIFIED  
GOOGLE ANALYTICS  
GOOGLE ADWORDS  
FACEBOOK ANALYTICS  
ADOBE CREATIVE SUITE  
FINAL CUT PRO

## INVOLVEMENT

AWARD WINNER, 2018  
INDEPENDENT SHORTS FESTIVAL  
VOLUNTEER, MIDNIGHT MISSION  
CONTRIBUTING WRITER @  
INTERVIEW MAGAZINE  
UCLA DEAN'S HONOR LIST  
VICE PRESIDENT - KAPPA DELTA  
UCLA UNICAMP COUNSELOR