

JUDY ZHU

Boston, MA • Open to Relocate • (571)-528-0711

Seeking a Digital Marketing Specialist role focused on content, strategy and email marketing.

[Linkedin](#) • [Portfolio](#) • [Email](#)

PROFESSIONAL EXPERIENCE

Pink World Newsletter

01/2025 - present

Content Writer and Email Marketing Strategist

Boston, MA

- **Content Strategy & Gen Z Engagement:** Developed and executed brand newsletters tailored to Gen Z audiences, aligning content with trending cultural topics to boost engagement and maintain a consistent brand voice.
- **Email Campaign Optimization:** Created and optimized email campaigns using Mailchimp, implementing A/B testing for subject lines and visual layouts, which led to a **20% increase in click-through rate**.
- **Visual Content & Scheduling:** Designed campaign visuals and coordinated content publishing schedules to support weekly launches, contributing to **100+ subscriber growth in 3 weeks**.
- **Performance Analysis:** Monitored performance metrics (open rates, CTR, conversions) and used insights to iterate content strategy and improve overall email marketing effectiveness.

Milford Daily News

09/2024 - 01/2025

Content Intern

Milford, MA

- **Content Creation & SEO Performance:** Authored 10+ SEO-optimized articles over 5 months, with a majority ranking on Google's first page for relevant community keywords (measured using Google Search Console insights)
- **Engagement & Traffic Growth:** Collaborated with editors to optimize content structure and metadata, contributing to a 15% increase in average session duration and improved organic search visibility
- **Community Impact & Web Traffic:** Supported localized content strategy that increased page views for town-specific articles by 20% compared to previous quarter

Modex

09/2021 - 06/2023

Social Media Marketing Intern

Ningbo, China

- **Video Production:** Planned, scripted, and produced short-form video content for TikTok and Xiaohongshu (RED), managing the full content pipeline from ideation to post-production.
- **Social Media Management:** Operated and grew the brand's TikTok presence, publishing 2-3 videos weekly and engaging with community feedback to refine content strategy.
- **Viral Content Development:** Created a viral video campaign that reached 500K+ views organically, contributing to a total of **20M+** cumulative views and over **640K+** engagement interactions across platforms.
- **Partnership Development:** Partnered with fashion brands (Peacebird, Boy London) on co-branded content, overseeing visual storytelling and campaign rollout.

Ruder Finn(4A Agency)

06/2021 - 09/2021

Digital Marketing Intern

Beijing, China

- **Campaign Development:** Assisted in crafting marketing proposals for high-profile events including China International Import Expo, integrating audience segmentation and creative content strategy
- **Competitive Intelligence:** Conducted competitive landscape analysis to identify market trends and consumer insights, informing brand positioning and client go-to-market strategies
- **Social Media Management:** Supported social media management through content calendar execution, engagement analytics, and campaign performance measurement

Education

Boston University

09/2023 - 05/2025

Master of Science in Journalism

Boston, MA

Course: Newsletter Writing; Introduction to Graphic Design;

University of Nottingham

09/2019 - 06/2023

Bachelors of Arts in International Studies

Ningbo, China

Skills

Tools: Google Analytics, Google Ads, Mailchimp, Salesforce, Adobe Suite, Figma, Canva; SQL

Marketing Skills: Email Marketing, SEO, Social Media Strategy, A/B Testing, Campaign Management