

J D H

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

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

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

FE I AL E E IE CE

01/2025 - present

Boston, MA

Content Writer and Email Marketing Strategist

- **C & E** : 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.
- **E C** : Created and optimized email campaigns using Mailchimp, implementing A/B testing for subject lines and visual layouts, which led to a **20%** - .
- **C &** : Designed campaign visuals and coordinated content publishing schedules to support weekly launches, contributing to **100+** **3** .
- **A** : Monitored performance metrics (open rates, CTR, conversions) and used insights to iterate content strategy and improve overall email marketing effectiveness.

M D

09/2024 - 01/2025

Content Intern

Milford, MA

- **C C & E** : 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)
- **E & G** : Collaborated with editors to optimize content structure and metadata, contributing to a 15% increase in average session duration and improved organic search visibility
- **C I &** : Supported localized content strategy that increased page views for town-specific articles by 20% compared to previous quarter

M

09/2021 - 06/2023

Social Media Marketing Intern

Ningbo, China

- : Planned, scripted, and produced short-form video content for TikTok and Xiaohongshu (RED), managing the full content pipeline from ideation to post-production.
- **M M** : Operated and grew the brand's TikTok presence, publishing 2-3 videos weekly and engaging with community feedback to refine content strategy.
- **C D** : 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.
- **D** : Partnered with fashion brands (Peacebird, Boy London) on co-branded content, overseeing visual storytelling and campaign rollout.

F (4A A)

06/2021 - 09/2021

Digital Marketing Intern

Beijing, China

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

E

B

09/2023 - 05/2025

Master of Science in Journalism

Boston, MA

Course: Newsletter Writing; Introduction to Graphic Design;

09/2019 - 06/2023

Bachelors of Arts in International Studies

Ningbo, China

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