

Jade Zhuoma Pubu

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Stamp 1G visa to work in Ireland

EDUCATION & TRAINING

UCD Michael Smurfit Graduate Business School, Ireland

Sep 2020 – Jun 2021

MSc Digital Marketing (Hons 2.1)

Core Modules: Social Media Marketing & Paid Search, Digital Technology & Design

UCD International Pre-Master Program

Sep 2019 – Jun 2020

Core Modules: Game Theory, Creative Thinking & Innovation

Tianjin Foreign Studies University, China

Sep 2015 – Jun 2019

BSc Hospitality Management

Core Modules: Financial Software Applications, Hotel Marketing

CAREER EXPERIENCE

KRIKET

Oct 2021 – Present

Creative Digital Marketer, Belgium (Remote)

- Co-develop a communication strategy, campaigns, and planning, working cross-functionally with the design team for digital content creation.
- Execution and follow-up of our social media management (incl. content creation, diffusion, moderation, community management). Moderate our social media acquisition and influencer strategy
- Manage the advertising of campaigns, videos, blog, photo shoots, printed matter & operational support.

Miracles Makers Production

Digital Marketing Team Leader, Ireland

Jun 2021 – Nov 2021

- Responsible for daily updates of social media and email campaigns for clients, analyzing and tracking web traffic and KPI's to report on successful client spend.
- Collaborated with graphic designers and production teams to engage across customer channels to ensure stakeholder buy-in and client goals are attained.
- Collected quantitative and qualitative data from marketing campaigns and performed market analysis and research on competition on an ongoing basis to appraise and pivot to maintain branding messaging.

Nailed It PASS

Founder & Marketing Officer, China

May 2020 – Jun 2021

- Identified an unexploited niche market for proofreading services for Chinese students in English-speaking universities; built a WeChat mini program as an operating platform.
- Supervised a team of proofreaders and a software developer.
- Publicized services through 3 channels; developed creative monthly content for WeChat subscribers.
- Managed a client book, successfully translating to a client recursion rate of 24% after initial sign-up.

AI Alchemy

Digital Marketing Intern, Ireland

Feb 2021 – Mar 2021

- Crafted dynamic advertising campaigns using Canva, hosted independent workflows, with a collaborative multi-cultural team to synergize branding to track and grow lead generation for our B2C clients.
- Oversaw social media platforms, promoting courses via channels translating to a 10% increase in followers within the quarter.
- Reported weekly at team meetings to present content strategies and goal attainment.

ADDITIONAL INFORMATION

Fluent in English & Mandarin | Certified in Advanced Google Analytics | Canva & Figma proficient | Full Driver's License