

# MEIANNA OESER

## ABOUT ME

Marketing specialist and creative problem solver with an eye for detail, expertise in public relations, and a go-getter attitude.

## PERSONAL SKILLS

- Chinese language (advanced)
- Always reliable
- Excellent communicator
- Fun and outgoing
- Resourceful and eager to learn

## CONTACT



San Francisco, CA



meianna.oeser@gmail.com



(503) 545-4702



linkedin.com/in/meiannaoeser

## EMPLOYMENT HISTORY

### EMAIL MARKETING SPECIALIST

*Vooks Inc.*

*August 2020 - present*

- Strategize email marketing campaigns on ESP platform
- Work with marketing, creative, and production teams to schedule brand messaging
- Develop AB testing strategy to optimize email performance

### SOCIAL MEDIA MARKETING MANAGER

*Vooks Inc.*

*August 2018 - August 2020*

- Implemented social media and marketing campaign strategies
- Designed and created all social media posts and other visual marketing materials
- Collaborated with social influencers to create content to promote Vooks

### STRATEGIC COMMUNICATIONS ASSISTANT

*Tulane University Athletics*

*August 2015 - May 2018*

- Assisted production of media guides, statistics, feature articles, graphics, press conferences, etc.
- Executed in-game duties: social media, statistics distribution, photo galleries, and post-game interviews

## ACADEMIC BACKGROUND

### TULANE UNIVERSITY

*Class of 2018*

Bachelor of Arts in Public Relations

Minors in Chinese and Art History

### UC BERKELEY EXTENSION

*March 2020-September 2020*

Certificate in Full Stack Web Development

## PROFESSIONAL SKILLS

### PROGRAMS

- ActiveCampaign
- Adobe CC
- Hootsuite
- Later
- Mailchimp

### TECHNICAL

- HTML/CSS
- JavaScript
- Node.js
- React
- MySQL