

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)
- Excellent communicator
- Thrives under pressure
- Fun and outgoing
- Resourceful and eager to learn

CONTACT



San Francisco, CA



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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