

# Kaitlin Foo

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## EXPERIENCE

### OURA

Walnut, CA

Marketing Associate

December 2021 – March 2023

- Researched and implemented marketing strategies, trends, and campaigns to amplify brand visibility and drive sales growth
- Crafted compelling, on-brand copy for various platforms including company blogs, product pages, press releases, Facebook and Instagram ads, email marketing, and social media posts
- Produced, edited, and curated video and photo content for Instagram, TikTok, LinkedIn, Facebook, YouTube, and social media ads
- Created and managed cohesive social media calendars and schedules using Later and Notion as well as day-to-day posting and performance monitoring to ensure quality and cohesion
- Identified and cultivated strategic influencer partnerships and collaborations through outreach, correspondence, and negotiation
- Directed and oversaw photo and video shoots for social and email marketing campaigns, ensuring successful logistical and creative execution
- Worked closely with CEO on drafting, developing, and revising collateral for scripts and copy
- Provided valuable editorial guidance and counsel by reviewing and compiling content for campaigns and initiatives

### New Degree Press

Remote

Social Media Writer

June 2021 – November 2021

- Wrote and edited posts featuring author spotlights for LinkedIn, Facebook, Instagram, and Twitter
- Researched and adjusted hashtags tailored for all four social media sites

### toastiaio

Los Angeles, CA

Social Media Intern

April 2021 – July 2021

- Created content and proposals for businesses and influencers, merchandise designs, marketing research and presentations
- Generated content ideas for TikTok, Instagram, and LinkedIn company accounts

### Grab

Singapore

Regional Brand Marketing Intern

May 2019 – July 2019

- Collaborated with various international partners to make arrangements for events
- Generated internal engagement ideas for an event that spanned 11 countries and planned activities, food, and decorations
- Developed a creative brief for a Disney collaboration that identified brand awareness objectives, opportunity, campaign focus, campaign expectations, and deliverables
- Researched and analyzed competitors for brand and business comparisons for 4 verticals spread across 6 key markets in Southeast Asia

## SKILLS & INTERESTS

**Languages:** English, Conversational Mandarin Chinese

**Technical Skills:** GSuite, Microsoft Office, Canva, Google Analytics, Shopify, Jira, Later, BigCommerce, Strapi, ShipStation, Klaviyo, ActiveCampaign, Dropbox, CapCut, Notion, Billo, ChatGPT

**Interests:** Writing, Movies and TV, TikTok, Kayaking, Snowboarding, Hiking, Crocheting, Cooking, Painting, Food Culture, Pop Culture, Travel

## EDUCATION

University of Southern California, Marshall School of Business

B.S. Business Administration