

Sandy Cao

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TECHNICAL SKILLS

- **Proficient:** MySQL, Google Slides & Sheets, Excel, SEO, Photoshop/Illustrator, Google Docs/Gmail, SQL, Facebook Ads, AdWords, Compliance, QA/QC, Agile Methodology.

PROFESSIONAL EXPERIENCE

Grow and Convert Agency | Content Strategist & Account Manager | Remote Apr 2017 – Jan 2018

- Created content strategies for multiple seed and growth stage startups in Silicon Valley to increase the efficiency of creating marketing articles
- Oversaw the content creation process across a team of about 20 writers, editors, and marketing staff.
- Saved company \$5,000 per month on ad-spend by promoting content organically across social channels
- Collaborated with client marketing team to ensure the strategy aligns with business goals.
- Optimized keywords through WordPress to improve Google SEO ranking by 20%
- Increased the number of unique monthly views to 20,000 per month and overall site traffic by 50,000 by producing 4 highly targeted content pieces per month for each client.

FAST Technology | Business Systems Analyst | Edison, NJ Apr 2014 - Oct 2016

- Implemented enterprise insurance software systems for Fortune 500 financial companies
- Created automated dashboards in Google Sheets from data extracted from SQL databases to allow managers to save 70% of work by generating reports on demand.
- Presented on average 25 new product features per week to senior level stakeholders.
- Documented 2,500+ software features in a 200-page complete training manual that helped the sales team close 36 million dollars in business per year.
- Developed a 2-day training program to rapidly grow a project team of three to over 25+ employees within 6 months.
- Created a bug tracking system using advanced Excel formulas (VLOOKUP, pivot tables, IF statements) that resulted in over 1000 compliance and QA/QC issues being addressed per month.

Rutgers University | Campus Planner Assistant | New Brunswick, NJ May 2013 – Apr 2014

- Planned over 50 meetings to facilitate the creation of University's Physical Master Plan resulting in the allocation of 10 million dollars in campus development.
- Increased visibility of project by 150% while reducing costs by \$2500/month by creating marketing content in Adobe Photoshop/Illustrator, hosting public forums, and redesigning the website.
- Increased response time of important engineering and architectural drafts to project team members by 50% with the use of a shared FTP site.

EDUCATION

B.A. Urban Planning & Visual Arts, Rutgers University, *Cum Laude* May 2013

LEADERSHIP + AWARDS

Dean's List, Rutgers University, 2010-2012

Resident Assistant, Rutgers University, 2011-2013 presided over a 360-person dormitory.

Orientation Leader, Rutgers University, 2010-2013 lead tours for over 1,000 students per summer.

Congressional Art Award Grand Winner 2007