

RUO-TING (TINA) HUANG

Digital marketing professional with 4+ years in CRM, email marketing and automation. Proficient in HTML/CSS with strong front-end development skills.

Irvine, California
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RELEVANT EXPERIENCE

Glidewell Dental, Irvine CA — *Email Marketing Specialist*

April 2024 - Present

- Build marketing emails to advertise promotional offers and branding using HTML and CSS (new builds, adding content, and redesigns)
- Build and format landing pages using HTML5, Bootstrap and WordPress.
- Set up drip email campaigns with automation, aiming to nurture leads, build customer relationships, and encourage purchases.
- Analyze data to optimize campaign effectiveness.

Positive Grid, San Diego, CA — *Senior Email Marketing & CRM Specialist*

December 2020 - December 2023

- Strong knowledge of best practices for email creative, segmentation, dynamic content, A/B testing methodologies, deliverability, CAN-SPAM regulations, email deployment platforms, ESP and CDP.
- Collaborated cross-functionally to develop email campaigns that reach over 1.8 million subscribers and generated over \$3M in sales.
- Cooperated with a cross-team for go-to-market strategy including lead generation, pre-order management and marketing automation.
- Executed marketing campaigns through channels such as email, SMS, Popup and push notification to drive desired business outcomes.
- Completed ESP migration to CDP platform that successfully warmed up the new IP and domain to target metrics of 99.9% of delivery rate & 40+% unique open across ISPs.

Appinall, Braintree, MA — *Digital Marketing Internship*

July 2018 - December 2018

- Conducted email marketing campaigns to 300+ service providers and 500+ app users, created follow up emails to prospective clients to make good customer services.
- Generated new ideas including both written and video content to better attract social audiences.

SKILLS

- **Website and Email Development:** HTML, CSS, Javascript, Bootstrap, GitHub
- **Email Marketing Platform:** Campaign Monitor, Constant Contact, Listrak, Mailchimp
- **Customer Data Platform:** Bloomreach (Exponea)
- **Project Management Tool:** Workfront, Asana, Jira
- **E-commerce Software:** Shopify, BigCommerce
- **Graphic Design:** Canva, InDesign, Illustrator

EDUCATION

Westcliff University Irvine, CA

September 2023 - March 2025

Master of Business
Administration (M.S.),
Full-Stack Web Development

Emerson College Boston, MA

September 2017 - May 2020

Master of Arts (M.A.),
Integrated Marketing
Communication

Fu Jen Catholic University Taipei, Taiwan

September 2009 - June 2013

Bachelor of Arts (B.A.),
Journalism & Communication
Studies

- Analyzed, reviewed and implemented changes to company's websites which can be optimized for search engines. Used tools such as Screaming Frog SEO Spider, Backlink Watch and Google Keyword Planner.

Zozimus Agency, Boston, MA — SEO Internship

September 2018 - December 2018

- Performed keyword research for website content and social media.
- Wrote title tags, meta descriptions, and backlinks invitation copy for client websites.
- Provided onsite and offsite SEO recommendations in coordination with nonprofit client objectives, including conducting keyword analysis, revising title tags, and offering blogger outreach opportunities.
- Technical tools learned and used: Moz, SEMrush and Google Trends.

NEOact Integrated Marketing Communications Agency, Taipei, Taiwan — PR Account Executive

October 2014 - September 2015

- Created invitation forms to attract partners and media to attend clients' seminars and exhibitions including NVIDIA, SAP and Google.
- Executed various PR project solutions and analyzed consumer insights.

Uni-Style International PR Consultants, Taipei, Taiwan — PR Account Executive

September 2013 - September 2014

- Brought up e-newsletters during Consumer Electronics Show (CES) to engage latest tech innovations with media and business partners for client Texas Instruments, created 10+ press releases in various media.
- Posted news leads on Diageo's Facebook fan page, which helped Diageo's gain a 15% increase in followers.

LANGUAGES

Mandarin Chinese and
Taiwanese (Native), English
(Proficient), Japanese