

Organized, self-motivated, enthusiastic, amiable, detail-oriented, result-driven, capable of critical thinking

PROFESSIONAL EXPERIENCE

Marketing Specialist at Savile Row Society New York, NY

December – Present

Mission 1: Digital Marketing and SEO

- Oversee social media content and communication to acquire followers and promote brand awareness
- Analyze metrics for social media platforms to orient promoted advertising toward targeted audiences
- Manage SRS's LinkedIn lead generation initiative for the purpose of customer acquisition and stylist acquisition

Mission 2: Assist in the Current SRS Marketing Initiative

- Assist in the development of a scalable SRS branded marketing strategy, both vertically (through different industries) and horizontally (strategies that are SRS- branded)
- Take a leadership role on all marketing initiatives catering to a younger demographic and to local universities
- Plan and coordinate marketing events and develop strategic partnerships

Mission 3: Digital Brand Development and Content Marketing

- Assist in the SRS content marketing strategy (i.e. sharing content with our business partners and with SRS stylists)
- Assist in email marketing and optimizing campaign performance through analyzing metric reports

Marketing Intern at Aizhibo TV, MT Global, Ltd.

September – November, 2014

New York, NY

- Advised on MOOC (Massive Open Online Courses) product development based on market research focused on content & competitor analysis of Chinese online education market
- Designed and executed E-mail marketing campaign to 300+ university professors in NYC, resulting in 5% response rate; initiated communication with potential partners.
- Substantially increased brand awareness through effective bilingual copywriting and communication
- Successfully signed 9 business partners credited to well-prepared business presentations

Marketing Officer at Penn State Chinese Students & Scholars Association *State College, PA*

August, 2012 – November, 2013

- Designed and implemented integrated marketing communication campaigns focused on all social media channels including Facebook, Instagram, Weibo, Weixin etc.
- Successfully increased association membership by ~35 members per semester
- Strategically targeted Chinese community at Penn State through online and offline marketing campaigns: Karaoke contest (50 contestants & 220 audiences), BBQ event (190 students), Moon- festival performance gala (290 students & scholars), career workshop (63 students), end-of-semester banquet (180 students)

National News Intern at China Daily *Beijing, China*

June, 2013 – August, 2013

- Singled out from candidates as one of two Penn State students to intern at headquarter of China Daily. The average daily circulation of China Daily is more than 200,000, covered more than 150 countries and regions
- Conducted intensive research and interviews across several industries, findings were sourced and published in 18 news articles
- Wrote 25 news briefs for web and attended 6 press conferences
- Researched for stories under a wide mix of topics including abortion, earthquake, child labor, culture exchange
- Interviewed 60+ people for different stories published in the newspaper
- Co-wrote 15 stories with colleagues and got byline for 3 published news articles
- Networked with 17 companies & organizations during press conferences & interviews

EDUCATION

Pennsylvania State University

Graduated: August, 2014

- Bachelor of Arts in Journalism; minor in Japanese
- Honors & Awards: Dean's list & member of National Society of Collegiate Scholars (Penn State Chapter)

SKILLS & KNOWLEDGE

Marketing	Integrated Marketing Communications • Social Media Marketing • Research • SEO • Strategy
Language	English • Mandarin Chinese • Japanese • Cantonese
Computer	Microsoft Office Suite • Photoshop • InDesign • Google Analytics
Journalism	News Writing & Reporting • AP Style • Interview • Storytelling • Blogging • Photojournalism

