

## EXPERIENCE

**Freelance** | Miami, FL Jul 2016 - Present

*Marketing Consultant, Web Designer, & Freelance Writer*

Clients: Miami Arts & Design Education (M.A.D.E), SYLTBAR, Biscayne Nature Center, LivePerson

- Website Design, Development & Management (Ecommerce, CMS)
- Marketing Collateral Graphic Design (Sales cards, presentation slides, digital ads, print ads)
- Promotional Events (Blind tastings for bloggers, workshop open house)
- Social Media (Content Creation, engagement, management)

**PrestaShop** | Miami, FL Jan 2015 - Jun 2016

*U.S. Marketing Manager*

Adapt global acquisition marketing objectives to the US market to support domestic growth and expansion by collaborating with the Global Marketing Director and General Manager. Manage domestic marketing including drafting press releases and coordinating trade shows. Drive thought leadership for editorial calendar including content planning and development.

- Advise technical team on product improvements to improve retention and acquisition.
- Collaborate with strategic partners to create customized content to drive conversions.
- Mentor local marketing team in defining and refining local marketing ideas and tactics.
- Spearheaded a newsletter mailing program reaching 1.5 million readers
  - ✓ Achieved the highest click-through rates (CTR) from the email program of all time
  - ✓ Improved CTR by 4% while scaling back mailing program by 50%

**PrestaShop** | Miami, FL Feb 2014 - Dec 2014

*Product Marketing Specialist*

- Coordinated editorial calendar to include scheduling, review, translations and web integration
  - ✓ Analyze and improve content marketing approach to increase blog relevance
- Authored over 85 blog articles that engage current and potential customers
  - ✓ 10K+ article shares on social media (6.3K Twitter, 2.3K LinkedIn, 800 Facebook)
- Drafted press releases to announce new partnerships and renewals
- Marketed products to merchants for partners including startups and Fortune 500 companies

**Eberjey** | Miami, FL Jul 2012 - Feb 2014

*Ecommerce Operations Manager*

- Created and implement new warehouse policies to increase productivity and efficiency
  - ✓ Decreased order defect rate by 38% in 1 month; 81% in 3 months
- Managed ecommerce operations: warehousing, accounting, marketing, customer service.
- Facilitated company-wide software integration by training team members on effective use
- Concepted and schedule newsletters to increase awareness and build brand loyalty
- Programed Microsoft Office Macros to optimize daily processes and improve accuracy

**SapientNitro** | Miami Beach, FL Feb 2012 - May 2012

*Marketing Strategy and Analysis Intern*

## EDUCATION

**University of Miami, Coral Gables, FL** May 2012

Bachelor of Science in Business Administration

Major in Marketing and Minor in Motion Pictures, G.P.A.: 3.57

- School of Business Mentor Program
- Volunteer at Office of Disability Services
- Intensive English Program (IEP) Conversation Program

## SKILLS

**Marketing:** Content Marketing, Paid Social, Product Marketing, Newsletter Program, SEM, SEO

**Technical:** Scratch, HTML, CSS, Visual Basic, JavaScript, JIRA, C, WordPress, MySQL, PHP

**Software:** Bigcommerce, PrestaShop, Magento, Shopify, Adobe Creative Suite, GIMP, Paint.net

**Related Competencies:** Detail-Oriented, Creative, Team Player, Inquisitive

## LANGUAGES

**English:** Native language

**Mandarin:** Fluent Conversational Speaker