

EDUCATION

University of North Carolina at Chapel Hill – Chapel Hill, NC

May 2024

BSBA, Business Administration; BA, Media and Journalism

- GPA 3.8

EXPERIENCE

ARTEAO – Raleigh, NC, United States

May 2022 - May 2023

A Raleigh based tea company founded in 2019 dedicated to providing quality organic teas to local businesses and customers

Social Media Marketing Manager

- Managed end-to-end creation of daily photo and video content, ensuring consistent brand messaging
- Designed growth strategies, effectively increasing followers by 12.8% and audience engagement by 360% in two weeks
- Analyzed current trends and audience preferences to develop creative marketing campaigns
- Wrote web content to boost online presence

Mystique Brand Communications – Toronto, ON, Canada

December 2020 - May 2021

Marketing and advertising firm focused on building brand awareness of small to medium businesses

Digital Marketing Coordinator

- Researched, wrote, and published SEO optimized blog articles consistent with an established voice
- Crafted impactful social media content and implemented promotional strategies achieving 25% increased engagement
- Wrote copy for a high-profile client's marketing campaign
- Created weekly email campaigns customized to nurture leads in targeted industries increasing click-through rate by 10%

Movia Media – Oakville, ON, Canada

Summer 2020

Truck wrap supplier offering real-time impression analytic and retargeting opportunities via GPS tracking technology

Content Writer

- Authored and published weekly SEO-optimized blog posts for out-of-home advertising awareness
- Initiated and facilitated weekly team-building exercises in the writing department to increase workplace positivity
- Collaborated with research department to identify useful content ideas and cover prominent case studies
- Proofread and cooperated with other writers to ensure readability, quality, and brand consistent tonality

Perspective Marketing – Oakville, ON, Canada

Summer 2019

Canadian media and content company that publishes news about municipal, provincial and federal economic development

Marketing and Communications Intern

- Partnered with design department to create cover pages and print ads for the monthly marketing brochure
- Conducted extensive market analysis for multiple client companies
- Researched for new economic development opportunities across Canada
- Developed and optimized websites using WordPress and CSS/HTML

LEADERSHIP AND COMMUNITY INVOLVEMENT

UNC Consulting Club – Chapel Hill, NC

September 2022 - Present

- Attend events hosted by leading consulting firms to gain valuable insights into the consulting field
- Participate in biweekly meetings and workshops to develop consulting skills

Future Business Leaders of America-PBL – Chapel Hill, NC

September 2020 - Present

- Attend weekly meetings to gain a holistic understanding of business to better perform in the business industry
- Engage in discussion opportunities and supplementary guest speaker programs

ADDITIONAL INFORMATION

- Proficiency in Content Managing Systems (CMS)
- Familiarity with WordPress, HTML/CSS, and JavaScript
- Trained in Search Engine Optimization (SEO)
- Proficiency in Adobe Premiere Pro
- Native Chinese speaker; Conversational French