Chuhe (Holly) Zeng

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EDUCATION

Master of Advertising (GPA: 3.7/4.0), Boston University   *Sep 2022 – May 2024*
- Recipient of the 2024 Outstanding Teaching Assistant Award for the core course, CM217 Introduction to Advertising
- Recognized as the top Marketing Researcher in ADLAB 2023, the largest student-running agency for client Celebrity Cruises

Bachelor of Journalism, Sichuan University   *Oct 2019 – Jun 2022*
- Avid content creator in the food and lifestyle filed with two million followers and 10 million video views on various platforms including TikTok; partnered with brands like Sam' Club, Häagen-Dazs, and National chain restaurants on marketing initiatives

WORK EXPERIENCE

Montague Bikes Corporation

Marketing Coodinator – *Boston, MA*   *June 2024 – Present*
- Executed effective social media campaigns by leveraging influencer partnerships, targeting key audiences, and strategic media planning while overseeing content creation, including writing, filming, and editing, resulting in a 30% monthly increase in engagement rate
- Optimizing email campaign content templates based on user experience and contributing to the creation of monthly newsletters and promotional campaigns, resulting in a 1% increase in click-through rates and a 1% conversion rate through enhanced email automation
- Assisted with EV project by utilizing advanced Excel functions, including PivotTables, Power Query and data visualization to analyze demographics, product usage, and project outcomes, providing analytical insights to support decision-making
- Initiated Google Display, Instagram, and Facebook ads, evaluating key metrics to inform strategic decisions and developing targeted audience segments for different campaign goals, which led to 10% increase in ad conversion rate

E-Green LLC (A tech startup)

Marketing Intern – Boston, MA   *Sep 2023 – Jan 2024*
- Launched digital campaigns on Instagram, TikTok, and Facebook to align marketing efforts with a shift in consumer preferences, and introduced a lifestyle content pillar with a structured posting schedule of 5 posts per week, resulted in a 10% increased conversion rate
- Improved the company's online presence by creating a new official website using WordPress, featuring innovative design elements and leveraging an SEO strategy based on SEMrush keywords, resulting in a 15% increase in organic webpage traffic
- Created Halloween and Christmas social media promotion posts using PS, Canva, and CapCut, as well as leveraging Midjourney, Runway, and INVIDEO AI tools, producing 7 posts and 3 videos per month

Onion Media

Social Media Specialist – Sichuan, China   *Feb 2022 – Aug 2022*
- Designed and implemented a social media campaign for mega influencers Ms. Yeah on TikTok and YouTube. Oversaw content creation, media planning, and optimized captions/hashtags, leading to several videos achieving millions of views
- Created a personalized campaign for a partnership between Barilla Pasta and Ms. Yeah (10M+ followers) attracting millions of impressions through strategic planning, effective partnership, and brainstorming resulting in an active user base
- Tracked and measured the performance of social media activities, including click-through rates, retention rates, and engagement rates, utilizing analytical tools, and provided regular reports and actionable insights to improve engagement by 10%

He's Ecommerce

Digital Marketing Specialist – Sichuan, China   *Jan 2019 – Jan 2021*
- Implemented social media campaigns for local businesses, involving content creation, audience targeting, and strategic media planning, while crafting communication personas to enhance brand visibility, leading to a 20% increase in revenue
- Utilized data insights, A/B testing, and consumer research to optimize social media accounts, increasing engagement with micro-influencers on TikTok to achieve an average monthly video views of 3 million and an average monthly follower growth rate of 50%
- Created impactful marketing dashboards and delivered comprehensive cross-channel reports, highlighting key metrics like engagement, retention, and growth rate, visualizing and analyzing results, and achieved a 10% boost in campaign conversion rates

SKILLS

Data analytics and BI tools: SQL, R Studio, Tableau, Excel, Google Analytics
Graphic design/Editing tools: Adobe Premiere, Adobe After Effects, Photoshop, Illustrator, Canva
Digital Marketing: Hutspot SEO Certification, Google Search/Ads Display Certification, WordPress, SEMrush, Brandwatch
Language: English, Chinese