

- Test and provide feedback on processes and tool releases to improve operational efficiency

Clickagee Media

Digital Marketing Manager 2015 – 2017 Seattle, WA
 Managed sales team to meet weekly goals and company objectives. Design, develop, manage, and analyze advertising campaigns on major search engines and social media outlets. Utilize market research to develop high quality products that increase organization capabilities and industry expertise.

- Designed and executed online marketing campaigns resulting in 400% ROI
- Designed and managed product development of high quality CMS system
- Negotiated strategic partner relationships within various industries
- Managed sales team efforts and developed opportunities to stimulate growth
- Content creation for ad campaigns, social media and websites
- Analyze and augment PPC marketing campaigns to ensure best results

JING Digital

Key Account Manager 2015 – 2016 Seattle, WA
 Conducted sales processes from prospecting, to outreach and follow through. Built relationships with Fortune 1000 companies to provide marketing automation on WeChat. Onboard new clients to provide smarter campaigns, segmented followers data analytics, integration, more.

- Negotiated corporate partnerships directly with Fortune 1000 companies
- Prospect executives of Fortune 1000 companies, pitch, and demo JingSocial product
- Developed strategic business plans to achieve company goals
- Create marketing campaigns and new follower welcoming journey on WeChat

EDUCATION

University of Washington	Graduated 2015	Seattle, WA
Bachelor of Arts Degree in Business Administration & Marketing – Foster School of Business		

TECHNICAL SKILLS

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| <ul style="list-style-type: none"> • Microsoft Office Suite • Google Analytics • Salesforce – CRM Tools • Adobe Creative Suite (.psd, .ai, .indd) | <ul style="list-style-type: none"> • Content Creation • Video Editing (Final Cut, Premier Pro) • Teams, Jira, Confluence, Trello, Slack |
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ACHIEVEMENTS & CERTIFICATIONS

Google Ads Certified Google Analytics Certified Microsoft Ads Certified Microsoft Excel Advanced Certification	Advocating for Change in Your Organization Confronting Bias: Thriving Across Our Differences Difficult Conversations: Talking about Race at Work PNDC (Dental Conference) Presenter Gates Millennium Scholar
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REFERENCES

Available upon request