

## Jeffrey Hsu

999 E Valley Blvd #10, Alhambra, CA 91801  
(925) 899-9460 | hsujeffrey3@gmail.com | [LinkedIn](#)

### Education:

**California Polytechnic State University, Pomona, CA**

Class of 2022

**College of Business Administration, Marketing Management Major**

GPA: 3.82

### Marketing Experience:

*Marketing & Social Media Coordinator | UI/UX Lead, LAPPL, Los Angeles, CA*

May 2022 - Present

- Developed an innovative outreach strategy across Instagram, Facebook, & Twitter, directly leading to:
  - Instagram: Increase of 24% in reach, 13% in visits, and 1,792 new followers.
  - Facebook: Increase of 27.9% in reach, 170% in visits, and 1,214 new likes.
  - Twitter: Increase of 32% in tweet impressions, 19% in visits, and 1,030 new followers.
- Utilized Drupal/WordPress web hosts, HTML, & CSS to manage and renovate designs of multiple company websites, raising UX scores by 28% and bumping up new member sign-ups by over 35% in one year.
- Increased email conversion rates by 20% by re-structuring the design over Constant Contact to reach a 15,000 member database, enlarging engagement by 38%, and expanding contact list by 28% more than previous year.
- Directed the launch and brand identity of a new podcast using BuzzSprout, leading to 1000+ downloads within a month over multiple outlets like Spotify, Apple Music, Amazon Music, and more.
- Tracked & analyzed advertising costs across various media channels, saving over 25% of marketing budget.
- Created graphic design standards for motion graphic assets, conference merch, social media aesthetics, and magazine content utilizing Photoshop & Premiere Pro, which were delivered to over 20,000 addresses.
- Amassed over \$79,000 in ticket sales over a one-year period for a new company course subsidiary by utilizing Ticket Tailor and an intricate website composition with customized branding and a contemporary wireframe.

*Digital Marketing Lead, Center for Customer Insights, Pomona, CA*

July 2021 - May 2022

- Managed a team of 5+ marketing and customer experience specialists to drive lead conversion campaigns.
- Achieved open rates of 33% and click rates of 4.2% for important email blasts through a series of A/B tests using Hubspot, while reducing bounce rate from 35% to 14% compared to the previous email marketing system.
- Launched 10+ promotional material campaigns through social media and email for various workshops and research seminars guests, leading to a 16% increase in registrations and a 2.9% increase in click-through rates.
- Administered Cascade CMS website structure adjustment tasks to student interns.
- Proposed & executed an Instagram Marketing workshop to an audience of marketing professionals.
- Elevated SM KPIs over a one year period: Audience +3.31%, Interactions +29%, and Impressions +30%.

*Head of Marketing, Global Impex USA, St. Cloud, MN*

December 2020 - June 2021

- Supervised a team of 4 in production design, graphic design, E-commerce, and social media marketing.
- Hosted merch product launches for NFL/MLB athletes & TikTok influencers, such as Cordarelle Patterson & Hope Schwing through website campaigns, Amazon FBA, and Etsy, leading to over \$40,000 in revenue in 1 year.
- Spearheaded paid advertisements on IG & FB, leading to limited edition client tees selling out at drop and increasing platform visits by a combined 165%, while simultaneously decreasing cart abandonment rate by 15%.
- Partnered with cross-functional teams to develop go-to-market sales strategy and cleaning up complex email segments, which raised lead generation numbers on company contact lists by 30% using Zoho.
- Built marketing pitch decks to present to local & international investors, potential clients, and B2B customers.
- Optimized social media channels and effectively leveraged web pages to improve SEO and efficiency.

*Digital Marketing Intern, marketANDgrow, Dunn Loring, VA*

November 2020 - Mar 2021

- Orchestrated production of the company weekly podcast show by synthesized notes detailing the latest marketing trends into an easy, digestible format on Transistor, averaging around 341 downloads per month.
- Stimulated Instagram content interactions by an average of 221% and total followers by 68% in a six week span.
- Improved customer service responsiveness by 17% through leveraging a sophisticated system that identified

- targeted customer segments and marketing automation that increased satisfaction ratings & brand visibility.
- Wrote SEO friendly blog posts and captions about the podcast show, private webinars, and for YouTube.
- Analyzed competitor success and conducted a short series of Instagram Reel videos that enhanced brand image and reinforced the company's goals of being the go-to for the most up to date info on trending marketing ideas.

## **Relevant Skills**

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### ***Software Skills***

- HTML, CSS
- Photo/Video Editing: Adobe Photoshop, Premiere Pro, After Effects, Apple iMovie, Canva
- Social Media: Hootsuite, Later, BuzzSprout, SproutSocial, Buffer, SocialPilot
  - Instagram, Facebook, Twitter (X), LinkedIn, YouTube, TikTok, Pinterest, Tumblr, Reddit
- Microsoft Office Suite, Google Suite, Dropbox
- Website Design & E-commerce: Wordpress, Wix, Drupal, Cascade, Godaddy, Squarespace, Shopify, Ticket Tailor
- CRM: HubSpot, MailChimp, Zoho, Outlook, Constant Contact

### ***Technical Marketing Skills***

- SEO
- CRO & A/B Testing
- Email Marketing & Automation
- Social Media/Influencer Marketing & Paid Social Advertising
- Copywriting & Editing
- UI/UX Design
- Brand Positioning
- Project Management
- Client Base Retention

### ***Soft Skills***

- Proactive
- Intuition
- Flexibility
- Technological Proficiency
- Problem Solving
- Aesthetic Sensibility