

ECHO ZHANG

EDUCATION

Master of Science, Media Science, 01/2024

Boston University - Boston, MA

- Global Scholars Award Recipient
- 3.8 GPA

Bachelor of Arts, Marketing, 06/2020

University of Washington - Seattle, WA

WORK HISTORY

Influencer Talent Manager, 05/2020 - 05/2021

TikTok Influencer, Seattle, WA

- Monitored and analyzed TikTok account metrics, including follower growth, video views, and **engagement rates**, leveraging **data-driven** insights to enhance **content strategy** and posting schedules for influencers
- Negotiated collaborations for increased brand exposure. Produced engaging TikTok content that communicated brand value.
- Orchestrated high-impact follower growth campaign, achieved **92%** growth, exceeding **1M** followers in **6 months**.

Creative Marketing Assistant, 08/2019 - 05/2020






Remie Health, Seattle, WA

- Designed promotional material for events and **paid-ads**, including **brochures, posters, and videos**
- Effectively articulated service offerings, highlighting unique value points, and showcased exceptional results achieved, leading to increased customer **acquisition** and **retention rates**
- Analyzed and identified challenges in marketing campaigns, proposing innovative solutions that improved overall performance and **ROI**
- Successfully executed promotional campaign that contributed a **25%** boost in paid advertisement **click-through rates**

Market Research Intern, 12/2016 - 12/2017

JM International LLC, Seattle, WA

- Assisted in market research projects by gathering relevant **industry data** and competitor information
- Conducted data entry and performed basic **data analysis** using **SPSS**

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SKILLS

- **Data Analytics:** Google Analytics, SPSS, Netlytic Analysis, CommuAnalytic
- **Paid Ads:** Paid Socials (TikTok, Facebook, YouTube, Instagram) Paid Search(Google AdWords)
- **Social Media Management:** Loomly, SocialPilot
- **Program & Tools:** HTML/CSS, JavaScript, Figma, Adobe Creative Suite(Photoshop, Illustrator, Premiere, Indesign, XD), WIX, Wordpress

PROFESSIONAL SUMMARY

Dedicated media and marketing professional with proven success exceeding goals, driving company growth through creative and innovative marketing strategies and cross-functional communication tactics. Proactive and hardworking team-player talented in program integration, strategic planning and social marketing evaluation. To seek and maintain full-time position that offers professional challenges utilizing interpersonal skills, excellent time management and problem-solving skills.