

YIJING (Elena) GAO

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EDUCATION

University of Southern California Master of Science in Digital Social Media	Los Angeles, CA Aug 2024 - June 2026
University of Richmond Bachelor of Science, Major in Business Administration – Marketing Concentration, Minor in Psychology	Richmond, VA Sep 2020 - May 2024

PROFESSIONAL EXPERIENCE

SERA-X <i>Digital Social Media Intern</i>	San Francisco, CA Jun 2025 - Aug 2025
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- Used keyword research and designed A/B tests to shape content strategy and improved audience reach and engagement
- Created content using keyword optimization and conducted A/B testing to improve audience engagement and reach
- Identified, vetted, and contacted **50+** TikTok influencers; collaborated with selected creators to align deliverables with campaign goals
- Configured GA4 to track e-commerce conversions across platforms and build interactive KPI dashboards in Google Looker Studio for real-time monitoring
- Partnered with the founder and engineering/coding team to deliver website UX improvements and mobile app design updates, translating user insights into implementable requirements

Beta University <i>Marketing Coordinator</i>	San Jose, CA Jun 2024 - Aug 2024
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- Conducted comprehensive market research and built data-driven LinkedIn strategies, driving a **40%** lift in engagement and **25%** higher CTR
- Developed and implemented customer segmentation based on demographic and behavioral data to personalize outreach
- Ran targeted audience-segmentation campaigns on LinkedIn, contributing to a **35%** increase in follower growth
- Produced event infographics, videos, and posts across LinkedIn and X to boost attendance and participation by **20%**
- Developed, scripted, and produced startup-focused tutorial videos, enhancing resources and contributing to a **30%** increase in user engagement

My Empanada <i>Marketing Consultant</i>	Richmond, VA Sep 2023 - Dec 2023
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- Designed, distributed, and analyzed 200 surveys from a mothers' community group to surface trends and preferences
- Researched and identified new customer segments for expansion, focusing on mothers and farmers' market demographics
- Developed a website renewal strategy and partnered with the website programmer to implement updates based on research and analytics insights
- Leveraged GA4 to map user flow, flag high-exit pages, and pinpoint checkout friction
- Ran A/B tests on site and checkout elements; analyzed bounce rate, time on page, and conversion data to quantify impact and prioritize further improvements

Capgemini <i>Business Analytics Assistant</i>	Beijing, China Jun 2023 - Aug 2023
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- Partnered with sales, finance, and tech teams to enhance the warranty system at Lotus Auto, a subsidiary of Capgemini
- Identified and collected user-facing issues related to clients' warranty request functionality within the ERP system
- Created a comprehensive product requirement document for the engineering team following product assessment
- Presented product assessment findings, feature revamp logic, and improvement recommendations to the company's leadership

Blue Focus <i>Marketing Intern</i>	Beijing, China Dec 2022 - Feb 2023
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- Conducted market research and created marketing strategies for three brands - Apple, JD.com, and Huawei
- Incorporated marketing tactics, including in-app communication, PR news, creative videos, and campaign design for clients

PROJECT EXPERIENCE (Full project details: portfolio link at top)

OhHelloDog Website UX Redesign	Los Angeles, CA
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- Conducted a website UX redesign to reduce decision friction and improve booking confidence
- Delivered sitemap, user flows, wireframes, and a high-fi Figma prototype

David's Protein Bar Content Marketing	Los Angeles, CA
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- Led content marketing and growth plan; built personas and Instagram/TikTok strategy
- Created influencer and keyword targeting and on-page SEO recommendations to boost conversion

SKILLS & LANGUAGE

- **Business Skills:** Research and Analytics, Ads Campaign, Social Media Campaigns, GA4, SEO, Public Speaking
- **Computer Skills:** MS Office (Excellent in Excel and Power Points), SPSS, R, Tableau, Jamovi, Access, Java
- **Language:** English, Mandarin Chinese, Korean