Elena (Yijing) Gao

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EDUCATION

University of Southern California, Los Angeles, CA

Master of Science -   Digital Social Media   Aug 2024 - May 2026

University of Richmond, Richmond, VA

Bachelor of Science -   Business Administration   Sep 2020 - May 2024

WORK EXPERIENCE

Marketing Coordinator Intern

Beta University, San Jose, CA   Jun 2024 - Oct 2024

- Launched targeted audience segmentation campaigns on Linkedin, resulting in a 35% increase in follower growth
- Created promotional content for events, including infographics, videos, and posts, effectively leveraging LinkedIn and X (formerly Twitter) to drive event attendance and participation by 20%
- Conducted comprehensive market research and designed data-driven LinkedIn marketing strategies, resulting in a 40% increase in engagement rates and a 25% increase in click-through rates
- Developed, scripted, and produced a series of high-quality online tutorial videos tailored for startups, significantly enhancing the educational resources available and contributing to a 30% increase in user engagement with the content

Marketing Consultant Intern

My Empanada, Richmond, VA   Sep 2023 - Dec 2023

- Researched and identified new customer segments to which the local restaurant business can expand, with a focus on mother and farmers' market demographics
- Designed, distributed, and analyzed 200 surveys from the mothers' community group to identify trends and preferences
- Redesigned the business website based on user feedback to improve content and user engagement; provided specific recommendations to enhance the web checkout experience to reduce drop-out
- Created an online marketing strategy, including updated menu offerings for defined segments, tailored messaging, and marketing channel recommendations

Marketing Operations Assistant

Capgemini, Beijing, China   Jun 2023 - Aug 2023

- Partnered with sales, finance, and tech teams to enhance the warranty system at Lotus Auto, a client 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

Marketing Intern

Blue Focus, Beijing, China   Dec 2022 - Feb 2023

- 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

PROJECTS

Marketing Analytics Project   May 2024 - Jul 2024

- Analyzed user demographics and behavioral data in Google Analytics and FB Ads to understand user preferences
- Utilized user behavior data, including bounce rates and retention rates, to identify top-performing content and develop social media content recommendations
- Conducted keyword research to gather high-volume search topics and created content recommendations to improve SEO results

Digital Marketing Research Project   May 2022 - Jun 2022

- Researched and analyzed cutting-edge tools and techniques of digital marketing across multiple platforms, including web, mobile, social media, and user-generated content
- Created and launched a Google Ads display campaign, resulting in a 25% boost in click-through rates compared to industry benchmarks
- Produced a comprehensive research report on personalized digital marketing, which was accepted for online publication

Marketing Campaign for Corona Hard Seltzer   Jan 2022 - May 2022

- Conducted extensive research on Corona Company utilizing resources such as Mintel, Statista, and SimplyAnalytics
- Developed a comprehensive marketing campaign and strategy tailored specifically for Corona Hard Seltzer
- Presented the campaign and strategy to Corona representatives as part of a collaborative team effort; received commendations from the Corona Marketing Manager for our innovative approach and strategic insights

SKILLS

Google Analytics, Google Ads, Facebook Ads, GA4, SEO, Linkedin, X, Tableau, Excel, Microsoft Office, SPSS, R, Jamovi, Access, Java, Python