



EXPERIENCE

TaxRise, Inc. — Irvine, CA *(From September 2024 to May 2026)*

Marketing Specialist

- Designed digital assets, evergreen content, and native ads for paid media campaigns across Google, Meta, X, TikTok, Taboola, Outbrain, radio, and direct mail channels.
- Managed affiliate marketing and secured placements on major publications such as Forbes, CBSNews, Money.com, NerdWallet, Investopedia, and other high-authority finance platforms.
 - Executed optimization strategies and reduced CPA by 70% and increased affiliate-generated monthly leads by 260% within one month.
- Built high-converting landing pages and analyzed performance through heatmaps and user behavior insights to guide conversion-focused improvements.
- Launched social media initiatives by managing content calendars, designing graphics, writing scripts, and directing video production while maintaining brand consistency.
- Managed a full website migration, implemented UX/UI improvements, and led SEO/AEO/GEO content writing and optimization initiatives
- Supported lifecycle email and SMS nurtures to improve client engagement and retention.
- Published press releases and led successful company award applications to strengthen brand reputation and industry recognition.

eGumball, Inc. — Irvine, CA *(From March 2021 to September 2024)*

Content Specialist

- Create content for a diverse set of clients across 20+ industries.
- Compose unique written descriptive and analytical content for SEO keywords, online directories, and monthly blogs to promote organic growth and increase click-through rates (CTR).
- Manage 20+ social media clients on Facebook, Instagram, X (Twitter), and LinkedIn.

Zinvest — Anaheim, CA *(From September 2021 to November 2021)*

Content Marketing Specialist (Internship)

- Wrote engaging news articles featuring global news related to stocks, investing, tech, and finance.
- Collaborated with internal stakeholders in cross-functional settings to create digital marketing strategies, offering insights on key metrics and recommending optimization opportunities.
- Managed email marketing by creating engaging newsletters.



EXPERIENCE (CONT.)

Marketing Consultant | Campaign Projects

Almost Monday (Hollywood Records) – Burbank, CA (March 2020, 1 month)

- Coordinated an digital marketing campaign to increase exposure and brand awareness.
- Developed social media advertising strategies to overcome marketing challenges.
- Conducted in-depth market research and delivered strategic consumer insights.

Opportunity Schools – Long Beach, CA (From February 2020 - March 2020)

- Coordinated an event marketing campaign to raise awareness on the organization.
- Designed advertising flyers for event promotion and distribution.
- Outlined social media strategies and brand sponsorships to generate engagement.

SKILLS & SPECIALIZATIONS

- Proficient in SaaS and CMS including Adobe Photoshop, Canva, Figma, WordPress, Elementor, Wix, Hootsuite, Later Social, MailerLite, PowerBI, Google Business Profile, Meta Business Suite, CrazyEgg, HubSpot, Salesforce, Semrush, SuferSEO, and Profound.
- Knowledgeable in project management software, such as Jira (Atlassian).
- Content creation and creative strategy
- Social media marketing, affiliate marketing, performance & lifecycle marketing
- Copywriting and content writing
- Knowledgeable of SEO/AEO/GEO best practices and keyword optimization
- Strengthening brand growth, reputation, and public relations.
- Strong written and oral communication
- Excellent professional demeanor and team player

EDUCATION

California State University, Long Beach

Bachelor of Science in Business Marketing