

CHANG SU

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PROFESSIONAL SUMMARY

Marketing professional and U.S. green card holder with experience in retail and tech industries. Seeking to apply skills in marketing strategy and data-driven insights to drive growth in a dynamic role.

EDUCATION

Johns Hopkins University

Master's, Communications

August 2021 - December 2022

Michigan State University

Bachelor's, Public Relations

August 2017 - May 2021

PROFESSIONAL EXPERIENCE

Tong Sui Production

Marketing Lead

Sunnyvale, CA, USA

January 2023 - Present

- Lead a team of 3 web developers, UI designers, and marketers with the product and go-to-market strategy. Set data-driven KPI and drive dynamic marketing and consumer acquisition decisions, accelerating a 24% monthly revenue growth.
- Launched personalized B2C ordering web page with coupons, specials, referral program, and offline promotion to local business market, increasing unique user conversion rate from 5% to 15%.
- Designed and launched Tong Sui landing page in 3 months, resulting in over 5k viewership per day.
- Consistently delivered 30 graphic designs monthly and remained on call around the clock to fulfill the diverse requirements of multiple departments.

BasikWall

Digital Marketing Associate

Milpitas, CA, USA

January 2023 - February 2024

- Strategically assessed the quality of 5000+ leads sourced from 3 content syndication providers, focusing on target account reach and MQLs. Used data-driven analysis to improve lead generation strategies and boost conversion rates. Implemented tracking systems to measure performance, ensuring alignment with business goals and driving ROI.
- Targeted 220 accounts poised for influence, successfully converted 40% of those prospects into influenced accounts within 5 months.
- Performed competitor benchmarking on 15+ companies, informing the development of new paid ad designs with a strong focus on graphic design expertise.
- Developed and executed 10 paid display and social campaigns tailored for contractors and builders, encompassing creative assets, ad copy, and event planning initiatives.

Civic Champs

User Experience Designer

Bloomington, IN, USA

June 2022 - December 2022

- Delivered end-to-end UX consulting, including heuristic evaluations, wireframes, and high-fidelity prototypes in an agile startup environment. Collaborated closely with stakeholders to translate user needs into intuitive design solutions.
- Achieved a 45% increase in sign-up conversions by streamlining the subscriber journey, optimizing navigation systems, and enhancing user profile experiences for seamless interactions.
- Led the optimization of a B2B volunteer management platform, centralizing multidimensional collaboration features into a cohesive and user-friendly interface, improving overall user engagement and productivity.

CBRE

Marketing and Business Development Associate

Henan, China

May 2020 - October 2020

- Spearheaded initiatives to amplify the company's corporate culture by collaborating with cross-functional teams to conceptualize and execute 2 high-impact marketing campaigns.
- Delivered strategic advisory on optimal shopping mall locations and curated a tailored brand mix to enhance tenant engagement and overall mall performance.
- Played a pivotal role in the bidding process by conducting comprehensive market research and developing detailed market reports, contributing to successful bids and the acquisition of high-profile clients. Collaborated closely with the team to provide data-driven insights, empowering clients to make informed, strategic business decisions that enhanced their market positioning.

SKILLS

Skills: Adobe After Effects, Adobe Creative Suite, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, communication, event planning, google suite, microsoft office 365, scheduling, Figma, Branding/Brand Strategy, Business Strategy, Data Analysis, Facebook Ads, Google Analytics, Graphic Design, HTML/CSS, Interaction Design, MailChimp, Market Research, Marketing, Product Design, Public Speaking, SEO, UI/UX Design, Webflow

Languages: Chinese, English