

Chang Su

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Education

Johns Hopkins University
Master's, Communications

August 2021 - December 2022

Michigan State University
Bachelor's, Marketing

August 2017 - May 2021

Professional Experience

Tong Sui Production
Product Marketing Lead

Sunnyvale, CA, USA
January 2023 - Present

- Generated comprehensive weekly reports analyzing creative performance and A/B test results across multiple platforms, providing data-driven recommendations that improved CTR by 15% and boosted conversion rates by 20% on Google Ads campaigns.
- Developed data-driven marketing strategies by analyzing operational metrics, boosting campaign performance by 20%. Partnered with third-party delivery platforms to launch co-branded promotions, increasing sales by 25%. Created best-selling product bundles, driving a 30% uplift in revenue.
- Executed online and offline marketing campaigns, managed field operations, and analyzed performance data. Collaborated with 10+ brands on co-branding initiatives to boost brand visibility and engagement.
- Managed Tong Sui's social media platforms by crafting monthly content strategies and producing 60+ high-quality visual designs, including branding assets, social media content, and promotional materials, ensuring alignment with brand objectives and driving audience engagement.
- Utilized advanced SQL and Snowflake skills to extract and analyze KOL campaign performance data, implementing data-driven strategies to optimize influencer partnerships and ensure alignment with KPIs.

BasikWall
Digital Marketing Associate

Milpitas, CA, USA
December 2022 - October 2023

- 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.

RAVV Venture Capital
Marketing Analyst

Milpitas, CA, USA
April 2022 - July 2022

- Conducted due diligence on 10 startups spanning industries include SaaS and consumer goods, analyzing market opportunities and identifying niche sectors with high growth potential. Delivered a comprehensive 60+ page competitive landscape report, resulting in 2 successful investments projected to achieve an average ROI of over 20%.
- Spearheaded the expansion of the firm's campus entrepreneurship accelerator program, developing SOPs that streamlined operations and reduced program onboarding time by 30%.
- Managed the accelerator's official website, increasing monthly visits by 25% through SEO optimization and dynamic content updates. Authored 2 detailed market analysis articles for the program's WeChat public account, growing audience engagement by 40% and attracting over 1,000 unique readers per article.
- Planned and executed two events, including a sharing session featuring 15 Silicon Valley entrepreneurs, by developing the event theme and budget, inviting speakers, coordinating schedules, designing promotional materials, and promoting the events across multiple channels. Resulting in over 80% attendance and highly positive feedback from participants.

Sports Media Inc.
User Experience Designer

Remote
May 2021 - September 2021

- Conducted user testing and applied UX research methods to identify interaction issues and user preferences. Analyzed behavior patterns of sports enthusiasts, focusing on their content consumption habits and interaction priorities. Visualized data insights to guide design decisions.
- Redesigned the company's website for both mobile and web platforms by integrating research findings and user feedback. Focused on creating an intuitive layout that prioritized live updates, event schedules, and highlights, enhancing user retention by 25%.
- Improved website accessibility, visual consistency, and information hierarchy, resulting in a more intuitive and user-centered experience tailored to sports fans.

Skills

Adobe After Effects, Adobe Creative Suite, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, microsoft office 365, Figma, Branding/Brand Strategy, Business Strategy, Data Analysis, Facebook Ads, Google Analytics, Graphic Design, HTML/CSS, MailChimp, Market Research, Marketing, Product Design, SEO, UI/UX Design, Webflow, Product Marketing, Business Analytics, Google Ad, Event Planning, Excel, MySQL, Motion Design

Languages

Chinese, English