

# GINA ZHANG

D I G I T A L   M A R K E T I N G

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📍 New York, NY

🌐 [GinaZhang.com](http://GinaZhang.com)

## PROFILE

Emerging digital marketing professional with experience in social media content production, curation, and engagement; campaign development and corporate branding; web design, video production, and media writing. Goal-oriented problem solver, self-motivated, and collaborative. Experience in the fashion, medical, and restaurant industry.

## EXPERIENCE

### SOCIAL MEDIA MANAGER

Royal Queen, Flushing NY

2024 - Present

- Developed and executed comprehensive social media strategies across platforms, resulting in a 45% increase in follower growth and a 30% boost in engagement within the first six months.
- Managed paid social media campaigns with a focus on ROI, achieving a 200% increase in conversion rate and reducing cost-per-click by 15%
- Maintain strong relationships with customers across all platforms by actively engaging, responding to inquiries, and providing personalized support to enhance brand loyalty and customer satisfaction

### DOCTORS ASSISTANT AND DIGITAL MARKETER

Dr. Thomis Finn DC, Syosset NY

2023-2024

- Developed and executed targeted social media campaigns for the clinic, leading to a 30% increase in patient engagement and inquiries.
- Worked closely with iMatrix to create a website to increase brand awareness and create conversions
- Monitored website traffic, social media metrics, and engagement rates, analyzing data to optimize future marketing strategies

### SALES ACCOUNT MANAGER

Sterlin Black Inc, Tampa FL

2022 - 2023

- Worked with Fortune 500 companies such as Verizon
- Interviewed and recruited sales representatives, improving their product knowledge, negotiation skills, and client management abilities, leading to a 20% increase in team performance.
- Recognized for outstanding contribution to company revenue growth and awarded "Top Sales Performer" in 2023.

## QUALIFICATIONS

- **Bilingual English and Chinese**
- **Social Media Marketing**
  - **Hootsuite:** planning and scheduling posts
  - **Google Analytics:** researching KPIs
  - **Podcast Anchor:** recording, editing and publishing podcasts
  - **Mailchimp:** writing and publishing newsletters
  - Developing a **Value Enhancement Marketing Plan**
  - Conducting a **Financial Statement Analysis**
- **Adobe Suite**
  - **Premiere Pro:** video social media content
  - **Photoshop:** image editing, retouching, compositing
  - **InDesign:** document layouts, magazine spread
  - **Dreamweaver, HTML, CSS, Javascript:** web design and web coding
  - **Illustrator:** logo design, vector illustration
- **Microsoft Office**
  - Word, Excel, Powerpoint, Teams
- **Marketplace Live**
- **Mimic Social**

## ORGANIZATIONS

Ad 2 Tampa Bay

## EDUCATION

UNIVERSITY OF TAMPA 2022

**B.A. Advertising and Public Relations**

Cum Laude