

Yun-Fen(Amy) Huang

520-369-0430 amyhyf03@gmail.com <https://www.linkedin.com/in/yunfenhuang/>

My Portfolio: <https://www.thisisamyhyf.com/>

EDUCATION

-
- Master of Communication in Digital Media**, *The University of Washington, Seattle, WA* **09/2022– 03/2024**
Specialize in digital marketing and UX design
- GPA: 3.98
- Bachelor of Arts in Information Science and eSociety**, *The University of Arizona, Tucson, AZ* **08/2018 – 08/2021**
Minor: Communication
- iSchool's Director's List of Distinguished Graduate Scholars, GPA: 3.86

SKILLS

-
- **Digital Skills:** SEO, Social Media Marketing, Branding, Content Strategy, Video Editing
 - **UX Skills:** UX writing, Prototyping, Wireframe, User Research, A/B Testing
 - **Tools:** Shopify, Wix, Canva, Google Ads, Google Docs, Google Search Console, Ahrefs, Figma, Adobe Rush, Adobe Fresco, Microsoft Office
 - **Languages:** Mandarin (Native), English (Fluent), Japanese (Basic)

EXPERIENCE

-
- SEO & Marketing Intern** **12/2023 – Present**
Yummy Marketing Remote
- Orchestrated and executed four diverse video advertising campaigns using Canva for a jewelry company, resulting in a remarkable 30% increase in average watch time compared to the company's other video ads
 - Performed comprehensive SEO keyword research and strategically mapped out keywords for an online jewelry designer store, leading to a 34% increase in organic keyword visibility
 - Improved on-site and off-site SEO for a jewelry store, resulting in its top ranking for the keyword "lamb jewelry."
- Social Media Marketing Strategist** **10/2023 – 02/2024**
Moco 'N' Mousse Remote
- Crafted a comprehensive 6-month social media plan for Facebook and Instagram to enhance brand visibility
 - Implemented content strategies and conducted evaluations for Instagram posts, contributing to a 20% increase in follower count within 2 months
 - Used Shopify to organize the website, effectively boosting brand awareness through strategic content management
- Branding Specialist Intern** **04/2023 – 07/2023**
Horseshoe Media Remote
- Redesigned the "All Country News" website using Wix, increasing visitor session length by 20%.
 - Conducted competitive analysis and user research, leading to the development of 3 new columns on recent news
 - Collaborated with a 5-member marketing team to create a 2-month multi-social media plan for a movie company
- Social Media Marketing Specialist** **08/2021– 08/2022**
Pima Animal Care Center Tucson, Arizona
- Increased outreach to potential adopters and marketed cats with behavioral issues, resulting in a 100% adoption rate.
 - Established and managed an Instagram account dedicated to foster cats, achieving remarkable growth to 700+ followers within a span of 3 months and created trendy reels to reach out to younger audiences

PROJECTS

-
- Mobile App Development** **03/2023– 06/2023**
University of Washington course project: Advanced UX Studio
- Utilized Figma to develop a pet care app that offers personalized recommendations and tips for new pet owners to simplify their pet care journey and enhance the relationship between pets and their owners
 - Built out the user journey map and storyboard that focus on providing problem-solving tips for the new owners
 - Conducted final hi-fi prototypes by iterating on products with real-life users through interviews and usability tests
- Meditation for Actors App Marketing Strategy** **01/2023– 03/2023**
University of Washington course project: Practicum in Marketing Campaign Strategy and Creative Assets
- Proposed branding enhancements for the app and company website interface, with a focus on creating a strong visual identity to elevate the brand's impression
 - Devised a 5-month social media calendar for Instagram, leading to a 20% growth in followers
 - Designed online advertisements in 5 different sizes using Canva, aligning with the brand's personalities and target audiences to maximize their impact