



LANEY CHUNG

MARKETING SPECIALIST

Motivating and versatile marketer with diverse experience in social media, content creation, digital ad management, and campaign strategies. Successful in leading all stages of initiatives, building positive relationships, and implementing brand-growth and sales-driven marketing tactics with strategic approaches. Passionate about marketing and new technologies. Always willing to learn and self-improve.



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GARDEN GROVE, CA



LANEYCHUNG.COM

SKILLS

- Social Media Marketing
- Influencer Marketing
- Digital Ad Management
- English/Mandarin Translations
- Media Planning & Buying
- Data Analytics
- Search Engine Optimization
- Project Management
- Brand Positioning
- Email Marketing
- Copywriting/Editing
- Product/Event Marketing

EXPERIENCE

BRAND STRATEGIST/COPYWRITER - Cupshe Los Angeles, CA / 09/ 2021 - Current

- Develop and execute key marketing campaigns, including Cupshe's 2022 International Women's Day campaign; craft core campaign messaging and ensure brand recognition through feature pages, social media posts, and promotional products.
- Develop and execute social media strategies and create content tailored to specific social platforms.
- Conduct thorough market research and competitive analysis to understand brand and product value propositions.
- Create writing guidelines that define Cupshe's brand positioning for all brand assets and increase visibility and engagement across all channels.
- Write copy for SMS, emails, blogs, social media platforms, digital advertising, and creative briefs while staying in line with brand voice and tone.

MARKETING LEAD - 99 Ranch Market Buena Park, CA / 05/ 2017 - 09/ 2021

- Drove growth of 99 Ranch Market's Instagram from 3,000 to over 35K+ by using social media and engagement best practices and identifying subscriber interests.
- Developed an editorial calendar for the company's social media platforms and website to streamline content production for more frequent, compelling, and shareable posts.
- Launched paid digital advertising campaigns on platforms such as Google AdWords and social ad networks, which successfully increased sales and store traffic by 20%.

- Reviewed analytics and created reports on key metrics to ensure internal and external teams are aware of campaign results.
- Managed digital marketing projects valued at more than \$60,000, including managing online advertising budgets for website marketing and optimizing landing pages for sales conversions.
- Developed, executed, and managed influencer marketing strategies and other integrated marketing campaigns; built and executed customer engagement email strategies.
- Designed and wrote creative briefs for online/offline marketing campaigns and ensured assets were compliant and delivered on time.
- Served as project manager for the website redesign and worked with an outside firm to revise the website's structure, layout, and content; the new website incorporated significantly improved functionality and resulted in an increase in traffic.
- Planned and led the Korean and Taiwanese food festivals, driving an increase in-store traffic and a 10% increase in sales compared to the previous year.

PRODUCT DEVELOPMENT COORDINATOR - Guess Inc.
Los Angeles, CA / 03/ 2015 - 06/ 2016

- Worked closely with Design, Purchasing and Manufacturers to ensure seasonal product concepts and line plan initiatives were implemented.
- Collaborated with the Design, R&D, and vendors to source trims and fabrics for prototypes based on design concepts and current market trends.

EDUCATION

Bachelor of Arts (B.A.) in Journalism and International Communication
Shih Hsin University
(Taipei, Taiwan)

Associate of Arts (A.A.) in Apparel Industry Management
Fashion Institute of Design and Merchandising
(Los Angeles, USA)

TECHNICAL
PROFICIENCIES

Softwares:

- Windows, MacOS
- Adobe Suite
- Microsoft Office
- Google Suite

Digital Ads:

- Google Ads
- Facebook Ads
- Instagram Ads
- TikTok Ads

Others:

- Hootsuits
- Later
- WordPress
- HubSpot

CERTIFICATION

- Content Marketing - Hubspot
- Facebook Ads - Udemy
- Google Ads - Google