

# CHERICE CHANG

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## WORK EXPERIENCE

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### ONLINE MARKETING ASSISTANT

*Electric League of Arizona, Phoenix, AZ | Jun 17 - May 18*

- Wrote and edited copies of videos, email newsletters, social media posts, blog articles, and infographics to maintain a coherent tone and writing style.
- Updated and followed a content calendar that shortened monthly blog-writing time and video creation time by 30%.
- Analyzed web traffic by pulling data from Google Analytics and Microsoft Access to form patterns and usable data with Google Data Studio and Microsoft Excel.

### INSTAGRAM ACCOUNT STRATEGIST & PHOTOGRAPHER

*Tea Swirl, Tempe, AZ | Aug 17 - May 18*

- Wrote and edited social media posts and replies with optimized hashtags and relevant images to increase brand exposure and establish loyal followers.

### SALES INTERN

*College Works Painting, Tempe, AZ | Feb 17 - Mar 17*

- Generated over \$8000 in revenue and over 50 leads in 2 weeks with cold calling/direct marketing strategies.

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## EDUCATION

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### MARKETING (B.S.) & URBAN PLANNING (B.S.P.)

*W.P. Carey Leaders Academy, Arizona State University*

*Aug 14 - May 18*

GPA : 3.64 (Magna Cum Laude)

Scholarship & Awards : New American University Scholar (\$8,000 per year);  
Dean's List (7/8 semesters)

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## SKILLS

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- Microsoft Office Suite (Word, Excel, Power-Point)
- Adobe Suite (PhotoShop, InDesign, Illustrator)
- Google & G Suite (Google Drive, Adwords, Analytics, Data Studio)

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## AWARDS & CERTS

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- M[AD] Fork Gold Award; Popular Video Award
- Google Adwords Certified

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## FOREIGN LANGUAGES

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Chinese Mandarin (first-language), Cantonese (15 years), and Malay (10 years).