

Gloria Zhu

✉ hello@gloriazhu.com

Skills

Social Media

Twitter, Facebook, Pinterest, LinkedIn, Instagram, Tumblr, Quora, Snapchat

Social advertising + campaigns

Social analytics + personas

General

Marketing, Design, Research, Project Management, Development, Blogging, Translation

Tools

Buffer, Sprout Social, Hootsuite, Google Apps, Evernote, MS Suite, Adobe InDesign, Adobe Acrobat, Klout, ViralWoot, Wordpress, Squarespace

Education

Bachelor of Arts

UC Santa Barbara

Major: International Studies

Minor: Chinese

Volunteer

Skills-Based Volunteer

Social Media Manager

America For Animals - Hive

Oct 15 - Present

Social strategy development, social advertising design and development, content management, team management.

Languages

English (Native)

Cantonese (Native)

Mandarin (Native)

French (Elementary)

Social and creative projects consultant with a love of visual design and culture. Passionate about brand and product development, social marketing, and creative expression.

☎ 408.250.8138

🌐 gloriazhu.com

🐦 gloriazhu_

Social Media Consultant, Freelance

Oakland, CA

Sep 14 - Present | Current and past clients: Montage Ventures, Parasail Health, Purple, America for Animals, Crush Offers, Founders & Co, Yogabuddy

What I do: Drive brand recognition and consistency; design and execute social advertising; create and curate social media content; create and manage editorial calendars, focusing on business objectives, end-user, and company success goals.

💎 For one of my client's Facebook campaigns, I achieved a CTR of 17.3% and \$0.04 per page Like. The rest of that ads in the set each had a CTR of over 12%. I like to keep my advertising goals high and spend low.

Student, General Assembly

San Francisco, CA

Jun 16 - Present | Digital Marketing Circuit

Agent, Invisible Technologies

San Francisco, CA

Jan 16 - Jun 16 | Lead on lifestyle, productivity, and culture

What I did: Assisted in product development, new agent training, and acted as the general account manager for all clients and team.

💎 I was a generalist and wore many hats in the company (as did most people). I was voted 'Most Liked' in the company, and charged through startup life like a champ (thus, earning the 'Ask Gloria' badge).

Content Marketer, Yogabuddy

Oakland, CA

Sep 14 - Jan 15 | Designed and shared daily content on Instagram

What I did: Created original designs and content daily to post on Instagram and shared on other social channels. Researched and assisted in marketing research and strategy building. Wrote blog post features.

💎 Through my designs and content, many yogis were inspired and engaging with the brand. It was amazing to be part of and build such a creative and energetic community.

Project Coordinator, Colliers Intl.

San Francisco, CA

Mar 14 - Sep 14 | Marketing, design, and project coordination

What I did: Designed and managed website, social media, all print materials for VP of Investments. Collaborated with design and marketing team to develop campaigns and strategies for Colliers Bay Area Asia Desk.

💎 I brought the VP of Investments into the internet age of social media, good web design, and digital marketing. He now has a well-designed website and a social media presence.