

# Zeya Hu

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## EDUCATION

### University of Southern California- Annenberg School

Aug 2023 - May 2025

Master of Communication Management

GPA: 3.50/ 4.0

### Emerson College

Jan 2020 - Apr 2023

Bachelor of Arts in Media Studies

GPA: 3.85/ 4.0 (Dean's List)

## WORK EXPERIENCE

### Spotlight Media (TSP / CAP) - Digital Marketing Specialist

Oct 2024 - Jan 2025

Los Angeles, CA

- **Content Strategy & Execution:** Developed and implemented content strategies across 7 brands, delivering 70+ high-conversion videos weekly. Achieved a 35% GMV growth within three months, ensuring content effectively drives results through both organic reach and paid advertising campaigns.
- **Creator Relationship Management:** Established an exclusive creator community, attracting 40+ core creators, resulting in a 30% increase in content output and a 25% improvement in repurchase rates. Regularly launched tailored campaigns based on each brand's unique needs, enhancing creator engagement, fostering loyalty, and ensuring consistent high-quality content production.
- **Creator Sourcing & Recruitment:** Proactively sourced and effectively integrated high-quality creator resources to align content output with brand identity and objectives. Leveraged tools like FastMoss and Affiliate Center, successfully onboarding 1,000+ premium creators, driving a 20% GMV growth.
- **Performance Monitoring & Optimization:** Tracked content performance metrics and KPI data, and optimized strategies to improve conversion rates and overall effectiveness. Executed 8+ email campaigns monthly, achieving a 45% open rate and 18% click-through rate.

### TikTok - Global Monetization Product Marketing Intern

May 2024 - Aug 2024

Beijing, China

- **Product Strategy:** Conducted market segmentation and business analysis to develop product roadmaps. Managed recruitment and testing for five alpha and beta products, which led to a 25% improvement in user retention.
- **Cross-Functional Collaboration:** Collaborated with product managers and engineers to co-design and iterate AI creative tool features, ensuring alignment between technical feasibility and market demands.
- **Content Strategy:** Created go-to-market materials such as PRDs, pitch decks, and one-pagers to support product feature launches. Conducted 30+ customer interviews, guiding product iterations based on market insights.
- **Market Optimization:** Led the AIGC product's go-to-market strategy on TikTok Ads Manager, using A/B testing and data analysis to enhance user engagement by 30% and boost satisfaction by 15%.

### Unibling- Brand Assistant Intern

Dec 2023 - Apr 2024

Remote

- **User Research:** Designed and conducted surveys with 60+ North American consumers, providing insights for product development, including identifying the preference for colored contacts to cover dark eyes.
- **Influencer Marketing:** Managed influencer collaborations with 100+ KOLs/KOCs, leading to 120+ Instagram posts and generating over 14,000 interactions, significantly raising brand awareness.
- **SEO and Content Strategy:** Optimized website SEO, improving the Google search ranking to #1. Wrote five seasonal blog posts, boosting website traffic and increasing engagement.
- **Social Media Growth:** Developed content for Instagram using Gen Z meme culture, growing followers by 6,000+ in three months, with a 100% increase in monthly growth rate.

### Golin - Integrated Marketing Communications Intern

May 2023 - Jul 2023

Shanghai, China

- **Strategy Execution:** Developed and executed marketing strategies for brands like LEGO Land and Harman Kardon, achieving a 40% increase in brand exposure and a 15% rise in market share within three months.
- **Creative Content:** Published 18 posts across Weibo and WeChat, resulting in over 250,000 impressions and a 35% increase in user engagement, with 10,000+ new followers.
- **Competitive Analysis:** Analyzed key competitors through SWOT analysis, identifying market gaps and opportunities. This resulted in a 25% improvement in product positioning and effectiveness.
- **Data-Driven Insights:** Tracked and analyzed user feedback and marketing data from 1,000+ users, adjusting strategies to increase brand recognition by 20% and improve marketing effectiveness by 25%.

## PROJECT EXPERIENCE

### Xiaohongshu Content Creator

Jan 2022 - Sep 2024

- **Content Creation:** Built an account focused on student life, personal growth, and career advice, gaining 80,000+ views.
- **Analytics and Optimization:** Adjusted content based on data analysis, resulting in higher engagement and follower growth.
- **Brand Collaboration:** Partnered with brands to promote study tools and lifestyle products, delivering targeted campaigns.
- **Community Engagement:** Fostered a strong community through interactive content, leveraging trends for engagement.

### TikTok Search Algorithm Optimization

May 2024 - Aug 2024

- **Market Research:** Conducted 30+ customer interviews, identifying dissatisfaction with TikTok's search accuracy.
- **Algorithm Improvement:** Led optimization, increasing search accuracy from 55.5% to 84.7% through keyword redesign.
- **A/B Testing:** Implemented A/B tests to refine the algorithm, significantly enhancing user satisfaction and platform usage.
- **Cross-Team Collaboration:** Worked with engineers and analysts to ensure seamless integration and improve user experience.

## Skills & Certifications

- **Skills:** Office Suite, Python, SQL, SPSS, Tableau, Adobe Premiere, After Effects, Google Analytics, Qualtrics.
- **Certifications:** Google Digital Marketing, Google Ads, Google Analytics.