

Gloria Zhu

Marketing Manager

CONTACT

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EDUCATION

Bachelor of Arts
Major: International Studies
Minor: Chinese
UC Santa Barbara, 2010

EXPERTISE

Areas of Focus

Strategy & Campaign Planning
Content Marketing
Brand Building & Awareness
User Experience & Journey
Engagement & Community
Marketing Data Analysis
Project Management

Technical Skills

Google Analytics
FB/Twitter/Pinterest Analytics
Hubspot/CRM
Mailchimp/Email Marketing
Wordpress/CMS Tools
Content Writing & Creation
Adobe InDesign
Copywriting & Website Design

ABOUT ME

Product-focused marketing and brand manager with experience in consumer marketing & management, traffic generation, social media, brand awareness and growth. With over five years of experience at consumer and tech startups and marketing consultancy, I work with a creative blend of data-driven savvy and solutions-based objectives.

PROFESSIONAL EXPERIENCE

Head of Marketing, Workit Health

November 2016 to January 2018

Promoted to Head of Marketing (*Social Media Strategist > Consumer Marketing Lead*) to lead marketing efforts for B2B, B2C, partnership & enterprise efforts.

- Built marketing, community, and content efforts and team from ground up; increased website traffic by 1800% (not a typo!) from previous period
- Developed consumer buyer journey and funnel through user testing, key metrics, and appropriate channel testing
- Managed all website assets, designed and tested landing pages and content for all program offers and blog
- Developed 10x growth in influencer engagement, marketing, and community
- Directed press efforts and content development, including press releases, pitches, and outreach lists

Marketing & Brand Consultant, Self-Employed

April 2014 to Current

- Develop long-term marketing and content strategies closely linked with client business goals, budgets, and key metrics
- Create and manage all editorial calendars, including content marketing campaigns and funnel creation
- Drive brand recognition, message, and voice consistency across all media and community channels
- Leverage market data, customer feedback, and internal leadership goals to develop relevant objectives, themes, and topics

Social Media Marketing Manager, America For Animals

November 2015 to December 2016

Content Marketer, Yogabuddy

September 2014 to January 2015