

JOANNA JIA

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SUMMARY

Past experiences include product marketing, customer success, email production, digital and content strategy. I am seeking a role that will act as a bridge of understanding between a technology-focused organization and their constituents. This role will involve persuading all stakeholders to mobilize into action by demonstrating and aligning a company's mission with the interests of the public.

SKILLS

- User Research, Storytelling, Excel, HTML/CSS, JavaScript, C, Bash, SQL, Marketing Automation

WORK EXPERIENCE

Communications Lead, OpenOakland, Oakland, CA, February 2018- Present

- Won election with over **50%** of the popular vote, based on actionable communications outreach plan.
- This plan defined simple communication strategies for reaching out to the City of Oakland and the General Public about the work that OpenOakland does and strengthening community ties.
- Happy to talk more in depth about tough leadership decisions and what I've learned on the Steering Committee.

Email Producer (Contract), Bluewolf, San Francisco, CA, January 2018

- Oversaw the automation of marketing campaigns and optimized their click-through-rates.
- Translated design team's mockups into responsive emails templates for future marketing communications.
- QA'd emails to ensure perfect rendering across all common browsers and email clients.

Digital Marketing Consultant, Freelance, Oakland, CA, September 2017- Present

- Redesigning product messaging and content strategy around personas to increase lead conversions.
- Conducting A/B testing to increase traffic and click-through rates.
- Implementing email automation and lead nurturing strategy.

Product Marketing Manager, Tanoshi, Fremont, CA, April 2017- October 2017

- Designed white papers for customers to communicate key product features.
- Devised marketing strategy to build social media following for Kickstarter campaign.
- Increased newsletter sign-ups by **50%** with automation and email marketing plan.

Coding Instructor and Tutor, WhizKidz Computer Center, San Jose, CA, April 2017- August 2017

- Instructed Scratch demos to teach basic coding concepts to children.
- Designed curriculum to bring 1st grader up to speed on reading and arithmetic.
- Updated parents with weekly progress reports and areas for continuous improvement.

Customer Success Manager- Motorola Solutions & Motorola Mobility, SHI, Somerset, NJ, July 2014- August 2016

- Won \$2 million+ in renewal contracts for Adobe VIP and CLP agreements, Microsoft Select Plus.
- Project lead for successful roll-out of **500,000+** headsets to client offices.
- Won an Enterprise Sales Trip to Miami for closing the most deal registrations. Over \$7,000 in backend payouts.

EDUCATION

42 USA, Fremont CA, November 2016- Present

A self-paced coding program based on peer-to-peer learning. Learned C programming and the Command Line.

The College of New Jersey, (TCNJ), Ewing NJ, 2010- 2014

Bachelor's Degree in **Business Administration**, Specialization in **Marketing**

Minor in **Communication Studies**

PROJECTS

Amicus: A chatbot that saves immigrants money on initial lawyer consultations, Startup Weekend Oakland

- Oversaw product development and wrote product requirements for the MVP: www.getamicus.co