

JOY SHI

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IMJOYSHI.GITHUB.IO

EXPERIENCE

OUI MARKETING INC

JANUARY 2019 - PRESENT, PRINCIPAL

- Provide marketing services to various clients in the B2B technology industry
- Work with clients to ideate, launch, and refine thought-provoking campaigns that grow brand awareness, engage prospects, and drive sales
- Research and write audience-specific content for various client needs, including: thought leadership ebooks, case studies, articles, and social media posts

AUDITBOARD

JANUARY 2019 - PRESENT, MARKETING CONSULTANT

- Generate thought leadership ebooks and articles to drive brand awareness and demand across paid, search, social, and email channels
- Utilize keyword research and SEO insights to produce content campaigns that drive organic search rankings for target keywords

APRIL 2016 - OCTOBER 2018, MARKETING MANAGER

- Part of a 2-person Marketing team responsible for driving \$5M in Opportunity Value and \$1M in Closed-Won revenue
- Manage AuditBoard's blog and publishing calendar, working with subject matter experts to create thought leadership content
- Own email marketing in Hubspot, create and A/B test subject lines, copy, and images; track and analyze results and make recommendations for future campaigns
- Work with Demand Generation Director to test and optimize email drips, paid ads, and landing pages for lead nurturing campaigns

OFFABBOT, Venice, CA

JANUARY - APRIL 2016, DIGITAL MARKETING CONSULTANT

- Developed and executed the content strategy for OffAbbot's blog and social channels
- Launch, manage, and measured paid user acquisition and sponsored content campaigns across Facebook, Twitter, and Instagram
- Led the entire website redesign process, from selection of developer team to coordinating the design of a mobile-optimized website for hosting 360VR content

LIVE NATION, Hollywood, CA

SEPTEMBER 2013 - NOVEMBER 2015, EDITOR-IN-CHIEF

- Oversaw content strategy for Ones To Watch, an artist discovery blog created as part of a multimillion dollar partnership between Live Nation and Skype
- Led writing and filming teams in producing content for the Ones To Watch blog
- Act as main point of contact between Live Nation, Skype, and social media agency to ensure all brand guidelines and expectations are being effectively communicated

LIONSGATE, Santa Monica, CA

SEPTEMBER 2011 - JUNE 2012, PRODUCTION AND DEVELOPMENT INTERN

- Supported Development department by assisting with all welcoming and receiving needs
- Summarized screenplays and wrote analysis for review by Head of Development, Film
- Prepared and distributed daily media clips and filming schedules to department heads

EDUCATION

UNIVERSITY OF CALIFORNIA,
LOS ANGELES

BA POLITICAL SCIENCE, JUNE 2012

PROFICIENCY

HUBSPOT INBOUND CERTIFIED
GOOGLE ANALYTICS & ADWORDS
FACEBOOK ANALYTICS
ADOBE CREATIVE SUITE
FINAL CUT PRO
SENSE OF HUMOR

INVOLVEMENT

AWARD WINNER, 2018
INDEPENDENT SHORTS FESTIVAL
VOLUNTEER, MIDNIGHT MISSION
CONTRIBUTING WRITER @
INTERVIEW MAGAZINE
UCLA DEAN'S HONOR LIST
VICE PRESIDENT - KAPPA DELTA
UCLA UNICAMP COUNSELOR