

Jenn Chu

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WORK EXPERIENCE

Senior Creative Strategist

Core Digital Media | Jan 2021 to present

- Identify trends and patterns in data to improve our creative testing including, but not limited to, researching competitors for inspiration
- Develop a deeper understanding of who our clients are to develop target audiences
- Work with the Product Management team to fine-tune our dev processes in order to maintain an optimal consumer experience without sacrificing performance
- Work closely with Compliance to discuss new ideas and provide appropriate substantiation to bring them to fruition
- Staying up to date with the news to find new themes, update copy as needed to stay compliant

Creative Strategist

Core Digital Media | Jul 2018 to Dec 2020

- Wrote copy for email retention across all verticals and collaborated with other email marketing managers to plan future A/B tests
- Successfully launched email retention campaigns for our internal brands and monitored them to maintain healthy performance levels (saw a 11% lift in click to open rate)
- Worked with other email marketing managers to measure test results and use the data to evolve current testing plans (increased email click-to-open rate by 139% and conversion rate by 35%)
- Shared processes to elevate how we approached copy and held training sessions to strengthen team members' copywriting skills

Online Marketing Manager

Core Digital Media | Jun 2016 to Jun 2018

- Managed paid online advertising campaigns across different display and native platforms (Google, Criteo, Yahoo! Stream, Taboola, Outbrain)
- Worked closely with our design team to ensure creatives were executed properly and followed advertising guidelines
- Analyzed data to make decisions resulting in higher click through rates and conversion rates
- Streamlined a training process for the Marketing department, thoroughly educating our team members how our products work in addition to the benefits they provide to our clients
- Wrote long form content page ads and improved conversion performance by 22%
- Clients: Rocket Mortgage, Quicken Loans, Fathead

Contractor

Freelance Writer | Jan 2016 to Jun 2016

- Supplied clients with content for both digital and print assets for their products
- Wrote content pages to be used as paid advertisements
- Wrote ad copy for Facebook ads to promote awareness and sales
- Clients: Protect America Home Security, YourSash.com, Say It With A Sock Subscription Service, UNTUCKit, LowerMyBills.com

SKILLS

- Email Marketing
- Content Writing
- A/B Testing
- Ad Copywriting
- Content Research
- Editing
- Content Strategy
- Compliance Research

EDUCATION

University of California, Santa Barbara

Bachelor of Arts in English, 2014