



Kali Laura Xu

CONTENT & DIGITAL MARKETING STRATEGIST

PROFILE

Marketing strategist with 20+ years of experience helping organizations build trusted brands through thoughtful content, digital marketing, and customer engagement.

WORK EXPERIENCE

SR. DIGITAL MARKETING MANAGER — CLOUD SECURITY ALLIANCE (CSA) | 2020–2025 | PORTLAND (REMOTE)

- Led content strategy across web, email, and social channels from ideation through delivery, overseeing editorial calendars and end-to-end customer lifecycle communications.
- Led implementation and architecture of Salesforce Pardot to build and scale customer lifecycle campaigns, resulting in a 500% increase in the email database (50k to 300k+).
- Developed the company's first e-commerce campaign strategy that generated over \$2M in retention and expansion revenue over five years.

SOCIAL MEDIA MANAGER — EXTENSIS | JUL 2019 – SEP 2019 | PORTLAND

- Composed all social media content on Twitter, LinkedIn, and Facebook.
- Led the selection of the company's first social media automation software.
- Wrote over 50 pieces of web content in six weeks as the lead content writer for a website redesign project.
- Coordinated all blog management activities and content development.

EVENT/EMAIL MARKETING MANAGER — EXTENSIS | 2018 – 2019 | PORTLAND

- Developed and executed email marketing campaigns.
- Managed event sponsorships and produced customer webinars.
- Designed two new monthly email newsletters for customers and website leads which both consistently averaged open rates of 30–40% and click through rates of 10–15%.
- Generated over \$50K in revenue for the company's e-commerce software product through a series of promotional emails.

SR. MARKETING MANAGER — GLG | FEB 2017 – NOV 2017 | LONDON

- Developed the marketing and internal communication capabilities for the EMEA region to ensure global consistency of the GLG brand.
- Created, designed, and authored the biweekly internal EMEA email newsletter to foster and nurture the region's culture and connectivity.
- Managed internal and external communications around the Dublin office's move and expansion through photography, PR, and a global town hall.
- Set up a new email program for the quarterly intake of Associates to help new hires engage with and understand GLG's company culture and offerings.

SR. EVENT MANAGER, HEAD OF EMEA EVENTS — GLG | 2016 | LONDON

- Oversaw the regional strategies, operations, execution, and promotion of all EMEA events — close to 300 events in 2016.
- Increased the offering of Elite events from 2 annually to 10 in 2016. Produced a successful milestone breakfast with former Prime Minister of the United Kingdom, David Cameron a few months after Brexit, which engaged key C-suite level executives who had never attended GLG events before.
- Orchestrated the most well-attended annual client party with close to 400 clients gathered.

EXPERTISE

Content Strategy
Brand Communications
Digital Marketing
Customer Engagement
Email Marketing
Marketing Automation
Integrated Campaigns
Project Management
Analytics

TECHNICAL SKILLS

HubSpot
Salesforce Pardot
Mailchimp
Adobe Photoshop
Canva
Hootsuite
Asana
Airtable
Notion
Looker Studio
Google Analytics
Tableau
Semrush
ZoomInfo
Claude
ChatGPT
Gemini

EDUCATION

Bachelor of Arts in Journalism,
Minor in Economics,
University of Oregon, 2003

CERTIFICATIONS

Professional Diplomas:
Social Media Marketing (2015)
Digital Marketing (2019)
Digital Marketing Institute

INTERESTS

Photography
Painting
Yoga
Hiking
Reading
Meditation
Colors & Patterns
Sewing

VALUES

Curiosity
Collaboration
Kindness
Honesty
Nature

LANGUAGES

English
Cantonese
Mandarin

LOCATION

Portland, Oregon

WORK EXPERIENCE (CONTINUED)

SR. EVENT MANAGER, HEAD OF ASIA EVENTS — GLG | 2014 – 2015 | HK

- Directed the regional strategies, operations, execution, and promotion of all Asia events — over 350 events on an annual basis.
- Motivated, mentored, and hired a team of five across the Hong Kong, Singapore, and Shanghai offices for united growth and success.
- Developed, edited, and approved event content such as program agendas, marketing materials, and email invites.
- Initiated and championed marketing initiatives such as localization and creation of the company site in Chinese and the use of WeChat to increase GLG's social media presence in China.

DIGITAL CONTENT MANAGER — BLACKROCK | 2011 – 2013 | HONG KONG

- Spearheaded and advanced the Asia digital workstream to support the company's first global brand campaign. Managed digital efforts to send emails, create new online graphics, banners, and articles in partnership with advertising to ensure consistent branding and messaging.
- Produced BlackRock's first mobile-optimized microsite to support first global brand campaign. Worked with an agency and internal stakeholders to script and edit a product animation video in Cantonese and English for the microsite.
- Created the YouTube channel for the Hong Kong market with ten educational videos in Cantonese to increase brand and product awareness.

MARKETING MANAGER — BARCLAYS GLOBAL INVESTORS | 2009 – 2011 | HK

- Enhanced brand awareness and investor understanding of iShares products via events, emails, PR, online, and offline campaigns.
- Led multi-channel campaign strategy for iShares product launches across major Asian markets, coordinating messaging, event communications, and digital activations across Beijing, Shanghai, and Hong Kong to drive institutional and retail investor engagement.
- Developed and executed high-performance, segmented email and digital campaigns that consistently exceeded engagement benchmarks, including a monthly customer newsletter program for Asia ex-Japan clients that attained high open and click-through rates.

CLIENT EDUCATION SPECIALIST — BARCLAYS GLOBAL INVESTORS 2006 – 2009 | SAN FRANCISCO

- Formulated and executed educational content such as podcasts, collateral, presentations, website projects, and webcasts for iShares.com.
- Launched a new interactive website, "Exploring ETFs", which generated over 30,000 visits in its first two months of launch.
- Spearheaded the first podcast series for iShares.com, which was in the top 100 most downloaded financial podcasts on iTunes for many years.
- Produced the two highest attended webcasts in Client Education history (over 500 attendees) and copy wrote all promotional pieces for the events.

MARKETING ASSOCIATE — CHARLES SCHWAB | 2003 – 2006 | SAN FRANCISCO

- Supported the execution of marketing projects, webcasts, data analysis, collateral production, and email campaigns.
- Administered all areas of the Offshore Mutual Funds website to ensure that accurate and up-to-date information was being provided to clients.