

PHOEBE JIN

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PROFESSIONAL SUMMARY

Marketing professional with over one year of experience managing marketing accounts and campaigns for an agency and within cross-functional teams and client-facing roles. Proven track record of results in paid search campaigns, digital marketing, brand awareness, marketing analytics, marketing strategy, content creation, sales, and entrepreneurship.

PROFESSIONAL EXPERIENCE

TNT Dental – *Paid Search Analyst*

August 2023 - Present

- Managing 25 Google Ads PPC campaigns for dental offices nationwide, improving conversion rates by as much as 2.5x in one quarter
- Increased ROI by reducing trackable cost per conversion by up to 60% in one quarter through bid management strategies, optimizing landing pages, keyword research, editing ad copy, and adjusting location targeting
- Maintained above 90% monthly spend utilization rate across PPC campaigns through optimal budget allocation
- Collaborated with cross-functional teams, including graphic designers, developers, copywriters, SEO, and sales, to create ad copy and landing pages tailored to specific campaign objectives and clients' needs
- Reported to leadership monthly on campaign trends, performance, key metrics, recommendations, and lead quality to further optimize campaigns

Max Out – *Marketing Intern*

March 2022 – May 2022

- Executed television, internet, and mobile direct marketing campaign for Spectrum by prospecting 80+ new customers daily, presenting and recommending products, resulting in a 3% conversion rate
- Managed customer relationships for 30+ accounts by updating an internal CRM system and monitoring product testing and feedback after sale, leading to a 75% retention rate
- Collaborated with team leaders daily, achieving a 40% increase in individual sales quota within three weeks

MuahSlimeCo – *Founder and Entrepreneur*

February 2019 – April 2020

- Designed Instagram digital marketing content for 30+ slime products utilizing Adobe Creative Cloud tools, resulting in 70+ sales, \$800+ profit, and a 70% increase in brand engagement within first month of launch
- Analyzed data from Etsy shop sales and Instagram Insights to identify trends and enhance marketing strategies, resulting in a 25% increase in shop sales within six months

ACADEMIC PROJECTS

MKT 4360 Social Marketing – *Client: Red Sea Project Nonprofit Organization*

Fall 2021

- Spearheaded website and logo redesign with a team of 4 students, increasing website engagement by 10%
- Developed 1-year marketing plan, including social media drafts, digital marketing campaigns, PR strategies, and identification of partnership opportunities based on market research to increase brand awareness

EDUCATION

The University of Texas at Dallas

Master of Science in Marketing

Spring 2023

Bachelor of Science in Marketing

Spring 2022

- **Awards/Honors:** Cum Laude

ADDITIONAL INFORMATION

Technical Skills: MS Office, Excel, Google Ads, Google Analytics, Adobe Premiere Pro, Adobe Spark, Canva, Slack, Salesforce, MySQL, LeanKit, Notion

Certifications: Google Ads Search Certification

Languages: English, Fluent Chinese (Wenzhounese Dialect)

Eligibility: Eligible to work in the U.S. with no restrictions