# PHOEBE JIN

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## PROFESSIONAL EXPERIENCE

**TNT Dental**                                                                                       August 2023 - Present
*Paid Search Analyst*
- Managed 30+ Google Ads PPC campaigns for diverse dental sector clients, improving conversion rates by up to 2.5x in three months
- Increased ROI by reducing cost per conversion by up to 60% in one quarter through campaign optimization strategies, keyword research, and bidding management
- Collaborated with cross-functional teams to refine ad copy messaging and landing page design, resulting in a 10% increase in leads within a month
- Spearheaded the development and implementation of a Google Ads verification project for all PPC campaigns, ensuring adherence to deadlines and effective communication with campaign managers
- Produced bi-weekly Excel reports on campaign performance and presented monthly insights on trends, KPIs, recommendations, and lead quality to leadership
- Monitored and optimized monthly campaign budgets for each client to maximize ROI

**Max Out**                                                                                          March 2022 – May 2022
*Marketing Intern*
- Executed direct marketing campaigns for Spectrum, prospecting 80+ new customers daily and achieving a 3% conversion rate
- Managed 30+ customer accounts by maintaining an internal CRM system and monitoring post-sale feedback, resulting in a 75% retention rate
- Collaborated with team leaders to boost individual sales quotas by 40% within three weeks

**MuahSlimeCo**                                                                                  February 2019 – April 2020
*Social Media Content Creator*
- Designed Instagram marketing content using Adobe Creative Cloud, generating 70+ sales, $800+ profit, and increasing brand engagement by 70% in the first month
- Analyzed Etsy and Instagram data to identify trends and enhance marketing strategies, increasing shop sales by 25% over six months

## ACADEMIC PROJECTS

**MKT 4360 Social Marketing**                                                                                    Fall 2021
*Volunteer at Red Sea Project Nonprofit Organization*
- Led a team of four in redesigning the organization's website and logo, boosting engagement by 10%
- Developed a 1-year marketing plan, including social media drafts, digital marketing campaigns, PR strategies, and partnership opportunities based on market research to increase brand awareness for nonprofits

## 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

**Skills**: MS Office, Excel, Google Ads, Google Analytics, Adobe Premiere Pro, Adobe Spark, Canva, Slack, LeanKit
**Certifications**: Google Ads Search Certification
**Languages**: English, Fluent Chinese
**Eligibility**: Eligible to work in the U.S. with no restrictions