

# Joey Yee

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## WORK EXPERIENCE

### Bright Knights Chess Club

San Francisco, CA

Media and Communications Director (Volunteer)

January 2020 - March 2020, January 2023 - Present

- Boosted annual page views by **419%**, soaring from **1,564 to 8,127** within a year.
- Boosted the amount of **unique website visitors by 180%**, from **595 to 1669** within a year.
- Design brochures, flyers, and business cards using **Adobe Illustrator** to increase awareness for the youth chess program.
- Design the nonprofit's website using **WIX Website** to provide visitors with information about the organization.
- Created a compelling video production that caught the attention of **KRON4 news**, resulting a surge in **player participation**.

### Fort Worth Report

Fort Worth, TX

Digital Marketing Fellow

July 2023 - December 2023

- **Enhanced webpage SEO** by strategically incorporating keyphrases, SEO titles, and meta descriptions on each page, resulting in an impressive **53% increase in website visitors** within one month of starting.
- Successfully designed and executed a **North Texas Giving Day campaign** that exceeded our 21-day fundraising goal, achieving a remarkable **20% increase in donations** by surpassing the target of \$15,000 and reaching \$18,000 in contributions.
- Consistently updated the website to enhance **visual appeal and user-friendliness**, resulting in a remarkable **53% increase in website visitors** within one month while **reducing the bounce rate by 20%**.
- Successfully created and edited two company videos targeting distinct audiences, showcasing **adaptability in video production** and a deep understanding of **audience preferences**.

### COOP Career

San Francisco, CA

Digital Marketing Consultant

February 2023 - June 2023

- Maintained client engagement by consistently providing comprehensive insights into **growth trajectory**, identify key areas of focus, and implement targeted **paid advertising campaigns** to drive website traffic and audience engagement.
- Cross functionally collaborated with Media Planning, SEO, and Paid Social teams, driving **creative campaigns** that synergistically elevated **brand visibility and engagement by 15%**.
- Executed a targeted 6-day **Google ad campaign** with a budget of \$50, strategically driving increased client impressions and **boosting website traffic**.

### Joe & Emmy Liu Foundation, Lively Habits

Fremont, CA

Social Media Program Manager

September 2021 - October 2022

- Implemented SEM campaigns utilizing **Google Ads** with a goal of brand awareness, resulting in a total of **380k+ impressions**.
- Consistently produced **3-5 captivating one-to-five-minute videos per week**, driving a **37% subscriber growth** and a significant increase of **45.6k views**, while employing compelling storytelling techniques and engaging visual effects.
- Boosted organization's **social media presence** through captivating graphics created on **Canva & Adobe Express**, resulting in increased engagement, heightened brand awareness, and expanded reach.
- Developed **video production process** from the ground up: planning, pre-production, production, and post-production.
- Planned and executed a **two-week ad campaign** which led to **11.7k unique impressions** on **Instagram, Facebook, TikTok, and Google YouTube Ads**.

## EDUCATION

### COOP Careers

San Francisco, CA

Digital Marketing Apprenticeship

June 2023

- *200+ hours of comprehensive digital marketing training, with 1:1 industry mentor oversight, culminating in a successful client project aimed at brand improvement.*
- *Mastered skills in media planning, marketing data analytics (Excel, Google Sheets), SEO, and paid advertising (Google Ads, YouTube Ads, Facebook Ads).*

### University of California, Davis

Davis, CA

Bachelor of Arts, Cinema & Digital Media, Minor in Communications

June 2021

## CERTIFICATIONS

Google Ads Display Certification - Google Digital Academy

April 2023

Apple Search Ads Certification - Apple

April 2023

Professional Networking Certification - Going Places

April 2023

## SKILLS & INTERESTS

**Language:** English (native fluency), Cantonese (limited proficiency, verbal only).

**Computer:** Adobe Creative Suite, Asana, Google Suite, WordPress (Newspack and Elementor), WIX, Hootsuite, Monday.com, MailChimp, Canva, Hootsuite, iMovie, Final Cut Pro, Microsoft Office Suite.

**Social Ads:** Google Ads, YouTube Ads, Facebook Ads, Instagram Ads, Twitter Ads, TikTok Ads.