

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**.
- Designed and developed the nonprofit's website using **WIX Website**, ensuring a **user-friendly interface** and informative content to effectively communicate the organization's mission and goals: www.bkchessclub.org.
- Utilize **Adobe Illustrator** to create visually engaging promotional materials such as brochures, flyers, business cards, and QR codes to raise awareness of the organization's programs and events.
- 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

- Applied **video SEO** techniques, including **keyword optimization** and engaging video titles, leading to a remarkable **53% increase in website visitors within one month** of implementation.
- 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%.

COOP Career

San Francisco, CA

Digital Marketing Consultant

February 2023 - June 2023

- Successfully executed a 6-day **Google ad campaign** with a \$50 budget, strategically boosting client impressions and driving substantial increases in website traffic through compelling content.
- Worked closely with clients to enhance their brand's **visual storytelling and growth trajectory**, while implementing targeted advertising campaigns to increase website traffic and engage audiences.
- Cross functionally collaborated with Media Planning, SEO, and Paid Social teams, driving **creative campaigns** that synergistically **elevated brand visibility and engagement by 15%**.

Joe & Emmy Liu Foundation, Lively Habits

Fremont, CA

Social Media Program Manager

September 2021 - October 2022

- Developed **video production process** from the ground up: planning, pre-production, production, and post-production.
- 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.
- Planned and executed a **two-week ad campaign** which led to **11.7k unique impressions** on Instagram, Facebook, TikTok, and Google YouTube Ads.
- Boosted organization's **social media presence** through captivating graphics created on Canva & Adobe Express, resulting in increased engagement, heightened brand awareness, and expanded reach.
- Adaptable and adept at functioning **behind and in front of the camera** to produce engaging content for social media platforms.

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

Video Editing Software: Adobe Creative Suite, Final Cut Pro, iMovie.

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

Computer: Asana, Google Suite, WordPress (Newspack and Elementor), WIX, Hootsuite, Monday.com, MailChimp, Canva, Hootsuite, Microsoft Office Suite.

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