

Joey Yee

joeyyee12@gmail.com | <https://www.linkedin.com/in/joeyyee12/> | <https://joeyyee.com/>

WORK EXPERIENCE

Parent Institute for Quality Education (PIQE)

Remote

Digital Content Creator

July 2024 - Current

- **Created and managed content calendars** and produced platform-optimized copy, graphics, stories, and short-form videos, publishing **20+ assets per month** and driving **413% growth in reach from 454,000 to 2,330,000** on Facebook
- Led end-to-end **social media campaigns** from planning through execution, supporting key organizational initiatives and reaching **130,000+ users per month** on all Facebook, Instagram, YouTube, X, LinkedIn, and TikTok
- Managed and optimized Google Ad Grant campaigns with budgets up to **\$10,000 per month**, improving click-through rates by **28%** while maintaining grant compliance.
- **Designed visually engaging reports and data visualizations** (e.g., annual reports, longitudinal academic impact reports, family needs assessments) to transform complex data into clear, accessible, and audience-friendly narratives.

Bright Knights Chess Club

San Francisco, CA

Media and Communications Director (Volunteer)

January 2020 - March 2020, January 2023 - January 2025

- 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

Remote

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**.

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

Computer: Adobe Creative Suite (Premiere, Lightroom, After Effects, and InDesign), Asana, Google Suite, WordPress (Newspack and Elementor), WIX, Hootsuite, Monday.com, MailChimp, Canva, Hootsuite, iMovie, Final Cut Pro, Microsoft Office Suite, Meltwater.

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

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