

Joey Yee

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WORK EXPERIENCE

Parent Institute for Quality Education (PIQE)

San Diego, CA

Digital Content Creator

July 2024 - Current

- Produced and edited short-form videos (<60s) across Instagram, Facebook, LinkedIn, X, YouTube, and TikTok, **building the company's short-form video presence from zero to 64.7K+ IG views, 29.4K FB views, 10.1K LinkedIn views, and 9.5K views across TikTok/YouTube shorts.**
- Optimized pacing, captions, and on-screen text using **Adobe Premiere Pro and After Effects** to **improve accessibility, comprehension, and viewer retention**, driving measurable engagement growth across social platforms.
- Managed multiple video projects concurrently in **Premiere Pro, After Effects, and Canva**, consistently delivering **high-quality, on-brand content on tight deadlines** while establishing a new short-form video program.

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.**
- 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%.

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: 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.

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