

Christina Chen

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EXPERIENCES

Gesture, Inc., New York, USA

Apr 2024 – Present

Marketing Associate

- Assisted partnership team in creating decks and infographics with Canva, achieving a 70% successful partnership rate with merchants and sponsors. Conducted market research and analysis to support pitching effort
- Led promotion strategy, social media planning, email marketing, product management, and direct marketing for holiday gifting campaigns, resulting in a 15% revenue growth in a quarter
- Created and managed email marketing for merchants and customer promotions using HTML and SendGrid, achieving average 30% open rate, 15.8% click rate, and 5% conversion rate among 12,500+ recipients
- Managed App direct marketing, including push and in-app notifications, achieving a 13% app open rate among 11,250 users. Oversaw SKU shots, tiles, product information, and design materials using the in-house tool Retool
- Developed content materials for in-app products, printed design, social media promotions, app store assets, and landing pages using Canva, Figma, and Framer (e.g., whatisgesture.com)

Cri'Story, Freelancer

Jan 2023 – Present

Founder, Graphic Design and Artist

- Established online presence on TikTok, Instagram, and Pinterest. Grew TikTok @cri_story to 82.5K views, 4,000+ likes, and 800+ followers in 2 months, with a 6.3% to 18.5% integration rate
- Designed and executed branding solutions, including logos, business cards, deck templates, apparel designs, and web design, for clients such as Lite Digi Taiwan and LiHe Interior Design
- Achieved an increase 40% in revenue by expanding services to art sales and custom painting commissions

The Good Company, Taipei, Taiwan

July 2022– Sept 2022

Brand Marketing Intern – Advertising Agency

- Executed the company image enhancement project by conducting market research, fostering client communication, and implementing strategic media planning, ensuring alignment with prevailing industry trends
- Empowered Casetify's project team in creating marketing proposals, conducting market research, and developing engaging materials, leading to competitive opportunities and positive client feedback
- Support media planning for Cetaphil project by analyzing social media data, coordinating influencer content posting, and organizing backstage data. Contributed to informed strategic decisions and enhanced online engagement
- Developed the "Maltie Family" company character images, integrating brand personality analysis into the design, covering character background, logo design, product mockup, illustration, and animation production

Alibaba Group, Remote Work

Aug 2021– Dec 2021

Chief Connection / Marketing Officer, Global Digital Talent Program

- Researched market data to identify emerging trends, pinpointed potential collaboration opportunities, and leverage insights to establish reciprocal strategic partnerships and elevate program recognition among the target audience
- Spearheaded the promotion of Global Digital Talent youth entrepreneurship program, leading planning, and publicity initiatives. Resulted in a notable 20% growth in the client's followership with a 10+% increase in online engagements

EDUCATION

Indiana University Kelley School of Business, Bloomington, IN

May 2023

Bachelor of Science in Business

Majors: Marketing & Digital Marketing and Social Media Business Application

Minor: Music General Studies

Honors and Awards: University Division Dean's List honoree

SKILLS & CERTIFICATIONS

Data VSC (HTML | CSS) | Excel | R

Creative Canva | Adobe Creative | Procreate | Wix | Figma | Framer

Work SendGrid | One Signal | Trello | Confluence

Language Mandarin (Native) | English (Fluent)

◆ Google Ads Search

◆ Google Foundations of PM

◆ UC Davis SQL for DS

◆ HubSpot Sales Software