



HELENZHANG

San Francisco, CA

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Skills

Value-based Sales, Hospitality & Client Retention, Communications & Negotiations, Bilingual Digital Marketing (email & social), Analytics, eCommerce, Web Design & CMS, HTML/CSS Social Media Platforms including Instagram, Facebook, Twitter, Pinterest

Experience

Digital Marketing Specialist, *Petite Regalia (@petite.regalia)*, Oct 2019 - Present

The sole marketer for boutique jewelry retailer focusing on social media presence and eCommerce platform

- Create and manage retargeting email campaigns to bring targeted customers through promotions deployed on Constant Contact, resulting in a 33% open rate and increased sales by 4% MoM.
- Curate relevant and useful content to increase brand visibility and marketing effectiveness.
- Research up-to-date trends, social media best practices, and technologies.
- Manage initiatives by creating project roadmaps to track & execute deliverables supporting quarterly goals.
- Collaborate with cross-functional teams and executives to develop, implement, and adjust targeted marketing approaches to align with the jewelry industry and define key performance indicators.

Digital Marketing Specialist, *Izakaya Sozai (@izakayasozaisf)*, Oct 2014 - May 2020

Managed online presence with a focus to reach new customers and promote new products

- Led digital brand campaign (IG & FB) focused on growing organic followers resulting in 1.93x growth YoY.
- Proposed and led a creative sentiment analysis to examine all historical content, users' behaviors, and engagements to identify gaps within the marketing strategy and activated on a solution. Based on Instagram provided metrics, engagement increased from <1% to 1.8%.
- Strategized a full-funnel marketing campaign resulting in increased customer conversions by 6% YoY.
- Initiated a customer feedback strategy to improve retention via community development and engagement.
- Designed and deployed a social media measurement plan from proxy metrics to call-to-action goals, which resulted in a 5% increase in reservations and in-store visits (measured by physical reservations vs. client database).

Restaurant Operations Manager, *Izakaya Sozai*, April 2013 - March 2020

Head of restaurant operations, onboarding and training, and product line and menu development

- Collaborated with chefs to create menu items focusing on quality and profitability through ingredients costs and customer feedback loops; utilizing A/B testing to identify top-selling products.
- Reduced cancellations and increased service efficiency by implementing a new POS and reservations management system (Foodtronic and ChowTime respectively).
- Managed vendor accounts to ensure mission-critical systems listed above.
- Developed client relationships through concierge services; drove higher revenues and shared gratuities.
- Recruited, hired, and on-boarded new front of house staff; grew the team from 3 to 7, with 5 maintaining full-time employment for 1+ years.

Certification

Google Certifications, Spring 2020

[Google Analytics Individual Qualification \(IQ\) Certification](#)

[Advanced Google Analytics](#)

[Google Analytics for Beginners](#)

[Fundamentals of Digital Marketing \(9UC 8JC EYX\)](#)

Free Code Camp, June 2020

[Responsive Web Design](#)

Education

San Francisco State University, Spring 2017

Mechanical Engineering

Fun

Host cooking experiences

Travel and food photography ([@eat.with.helen](#))