



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 (@izakayasozaif), 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- Proposed and led a creative sentiment analysis to examine all historical content, users' behaviors, and engagements to identify gaps within the marketing strategy and activated on a solution.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 (Foodtronix 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)