

JESSICA LAU

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EXPERIENCE

Fever, SecretMediaNetwork, SecretNYC, New York, NY

Jan 2025 - Present

Content Manager, Social Media Marketing

- Conceptualized and created content: long-form articles, social-first videos and case studies related to Fever's clients, brands and business units
- Collaborate and managing our social media channels of combined over 2 million followers with our Strategist team for a 360-degree perspective on Social Media
- Identified and distributed video content across nearly thousands of news articles to increase revenue
- Promote collaboration across teams, markets, and departments for effective social media strategy execution
- Build relationships with partners, customers, potential customers, industry professionals, and influencers

META, New York, NY

Jun 2022 - July 2024

Content Specialist

- Conduct deep content studies to understand and analyze trends, guiding content strategies, and informing product development.
- Monitored and reported content performance metrics and used data analytics and insights to identify areas of improvement and optimization of content
- Led viral content development, leveraging data analytics to predict trends and drive successful campaigns.
- Collaborates on editorial guidelines that apply to content at scale, maintaining commitment to accuracy and consistency

THE LA FASHION MAGAZINE, New York, NY

Nov 2019 - Nov 2022

Global Marketing Manager

- Developed and executed content marketing strategy for social for Tiktok, Instagram, Shopify, and Google Ads and 360 campaigns for Times Square Billboards, Trade Shows, PR, Pop Up stores, TV Ads and Segments that aligns with the revenue goals and overall growth of company
- Worked with and directly managed multiple different brands on social (IG, Tiktok, Youtube, Twitter) as well as curating editorial and trending content as well as optimize content for SEO and social media, ensuring that content is discoverable and shareable while supporting overall marketing objectives
- Thrived on wanting to know why consumers act and feel the way they do, sharing gathered data analysis, and being known for A/B testing accurately predicting consumer behavior and reaction which led to 5-10% increase in awareness, conversion, and engagement.
- Used content creation (Adobe Photoshop, Illustrator, Indesign, Figma) to storytell about brands, looking for cultural trends and moments across a diverse spectrum of topics
- Assisted the planning, production, and execution of our live events with 300 to 10K in person attendees as well as webinars, with specific attention to the outstanding objectives of each initiative

DASOMI, New York, NY

Sept 2018 - Feb 2020

Social Media Manager

- Designed, wrote, and edited marketing campaigns and content that brings the brand to life giving more exposure while creating activation
- Ensured that our content consistently respects editorial style and tone guidelines, across all channels
- Conceptualized, executed, and scheduled content for organic social media channels including, but not limited to Tik Tok, Instagram, Threads, & Youtube which led to a 3-5% increase consistently monthly.
- Provided inspiring vision and leadership for your team to set priorities, scale for growth and elevate the team's overall impact and focused on building a collaborative effort between creative and art directors, copywriters, account managers and

CERTIFICATION

- Product Management - AI
- UX Design

Sept 2024 - Present

Sept 2019

LANGUAGES

- Chinese (Cantonese) - Fluent
- Chinese (Mandarin) - Conversational
- Korean - Conversational