

Tung-En (Annie), Tai

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PROFESSIONAL EXPERIENCE

Biocytogen

Digital Marketing Associate II

Digital Marketing Associate I

Digital Marketing Intern

Waltham, MA

Feb. 2025 - present

Jun. 2024 – Jan. 2025

Jan. 2024 – May 2024

- Developed strategic **LinkedIn Analysis** to identify key engagement opportunities and content gaps, leveraging **Hootsuite** for post scheduling and integrated **SEO keywords**—driving a follower growth of 8,442 with an 23.8% engagement rate and surpassing the 19K milestone
- Orchestrated high-impact content initiatives by coordinating LinkedIn webinars, live events, holiday visuals, and hiring posts—with designs refined in **Canva** for professional editing and graphic design—to enhance brand presence and drive audience interaction
- Streamlined the Catalog Automation Project by leading cross-functional teams of engineers, content scientists, and designers, defining clear timelines, and establishing workflow best practices to eliminate manual processes
- Launched a behind-the-scenes blog series that spotlighted company culture and employee achievements, collaborating with a content scientist vendor for **SEO** optimization to refine content strategy and boost digital engagement
- Produced a comprehensive client tutorial video by partnering with scientists and the business development team, incorporating rigorous A/B testing to optimize messaging and ensuring a clear, engaging resource for streamlined client onboarding
- Revamped company presentation templates by analyzing legacy materials and spearheading collaboration between business development, scientists, and designers, delivering a standardized format that elevated future presentations
- Conceptualized and executed a Year-End Video that captured 2024’s milestones and company culture through dynamic storytelling, employee interviews, and innovative visual production techniques
- Leveraged **Salesforce** for robust **leads generation** and **data migration**, driving data-informed decision-making and optimizing overall digital marketing strategies for enhanced campaign performance
- Using **HubSpot** for integrated email campaigns—including weekly performance reporting and A/B testing—to refine audience segmentation and maximize conversion rates
- Oversaw comprehensive digital workflows and **work processes** for company website management, coordinating tools like **Hootsuite** and **Canva** to ensure consistent, data-driven messaging and seamless cross-channel integration

Montivista Real Estate Investment

Marketing Intern

Boston, MA

Jun. 2023 – Aug. 2023

- Developed and curated engaging **marketing content**—including blog posts, social media updates, newsletters, and investor presentations—using tools like **Canva** to showcase property listings and investment opportunities
- Analyzed **competitor intelligence** and industry trends to refine marketing messaging and strategic positioning, bolstering targeted investor outreach
- Assisted in executing integrated digital campaigns by coordinating multi-channel efforts through **Hootsuite** and orchestrating events, property tours, and networking sessions
- Collaborated with the marketing team to enhance online visibility and drive organic traffic by optimizing digital content with targeted keywords and performance analytics

EDUCATION

Emerson College

Master of Arts in Strategic Marketing Communication

National Taiwan Normal University

Bachelor of Engineering in Graphic Arts and Communications

Boston, MA

Sep. 2022 – May 2024

Taipei, Taiwan

Sep 2017 – Jun 2021

SKILLS

- **Digital Marketing Strategy:** Multi-channel campaigns, content development, social media management (Hootsuite, Canva, Adobe Creative Suite)
- **Data Analytics & A/B Testing:** Data-driven insights, performance tracking, A/B testing (Google Analytics, Google Data Studio, Excel)
- **CRM & Email Marketing:** Lead generation, segmentation, campaign testing (Salesforce, HubSpot, Mailchimp)
- **Market Research & Competitor Analysis:** Trend analysis, market insights, competitor intelligence (Google Trends, competitive analysis tools, survey platforms)
- **SEO & SEM Optimization:** Keyword research, on-page SEO, organic growth (SEMrush, Google Keyword Planner)
- **Project Management & Communication:** Cross-functional collaboration, stakeholder management, project delivery (Trello, Microsoft Office Suite)