

Michelle Zhao

michegg.com | michellez1218@gmail.com | (646)255-8828

PROFESSIONAL EXPERIENCE

Bloom

Content Marketing Manager & Growth Designer

Jan. 2023 - Current

Growth Designer

Feb 2022 - Jan 2023

Graphic Designer Freelance

Aug. 2021- Feb 2022

- Designed and video edited creative ads, social media campaigns, push notifications, web funnels, landing pages, email assets, and Apple store promotions
- Creative lead for brainstorming sessions to generate ideas for marketing campaigns and post content across various media formats
- Managed designs for large scale A/B creative testing to optimize advertising campaigns and enhance overall marketing effectiveness
- Developed scripts and ad copywriting, including Tiktok, leveraging deep consumer insights and market trends to capture target audiences' attention and drive conversions
- Supervised production teams, ranging from outsourced creators to an in-house production team, to ensure smooth execution of marketing projects
- Developed and managed a comprehensive social media calendar for multiple platforms including Instagram, Facebook, Tiktok, LinkedIn, and Twitter
- Stayed up-to-date with industry trends and changes in organic social algorithms to maintain competitive advantage in the market

HuaLa

Co-Founder

March 2023 - Current

- Designed and fabricated unique mixed media art by utilizing my background in materials and inking processes
- Created and sourced materials for a range of print products, including posters, stationery, stickers, and other branding materials, while adhering to professional printing guidelines ensuring quality
- Successfully communicated with local markets, events, and stores to secure product displays and increase brand visibility in the community
- Leveraged social media platforms to develop brand image and expand its reach to a wider audience
- Strategically planned sessions and contributed to the development of long-term goals and objectives

Freelance Graphic Designer

March 2021 - Current

- Acted as branding consultant for startup businesses aiding in the establishment of brand identity through development of branding and marketing media including: logo, packaging, web design, and digital campaigns
- Planned, executed, and edited 4+ photoshoots on 35mm film in Photoshop to printing production standards for photobook series
- Collaboratively worked aided clients with application of 6+ years of experience in design programs, editing software, illustration, and design principles

EDUCATION

Baruch College - Zicklin School of Business

Jan. 2017 - June 2020

Bachelors of Business Administration: Advertising and Marketing Communications

Minor: Graphic Design

State University of New York at New Paltz

Sept. 2016 - Dec. 2017

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SKILLS

Adobe Creative Cloud

- Animate
- Indesign
- Illustrator
- Photoshop
- Premiere Pro

Figma

Microsoft Word

Excel