

MARKETING EXPERT, BRAND AND CONTENT STRATEGIST, DIGITAL PRODUCER, WEB DEVELOPER

Offering a solid commitment to diverse program efforts that result in positive impacts

- ✓ Columbia University and CUNY alum professionally trained in communications, marketing and research.
- ✓ I am a creative, flexible and thorough professional with 8 years of experience with degrees in international relations, education, communications, political science and project management. My thirst for excellence compels me to read professional publications, expand business relationships, and research current trends in content creation, marketing and technology.
- ✓ As a proactive leader who focuses on continuous improvement, I offer creative solutions and insights.
- ✓ Previous managers appreciated my timely and thorough completion of responsibilities. With my hands-on knowledge of the industry, I can hit the ground running.

My Portfolio: dannimei.net

"Danni is one of the most talented, hard-working and perseverant people I have ever met. As her direct supervisor at FXB USA, I was constantly impressed by the quality of Danni's work and her commitment to FXB's mission. Danni has superb communication skills. She consistently took on challenging tasks and went above and beyond what was expected." – **Karina W.,**
Program Director, FXB USA

CORE COMPETENCIES

Specialties and Skills: Adaptability, Analytical/Critical Thinker, Animation Video, Automation, Budget/Conflict/Marketing/Production/Project/PPC/Stakeholder/Stress/Time/Vendor Management, Communications Strategy, Complex Research, Confidentiality, Content Analysis/Strategy, Diversity/Inclusion, Emotional Intelligence, Event Planning, Fundraising, Graphic/Logo Design, Infographics, KPI, Marketing Analysis, Media Pitch/Relations, Mobile Platforms (iPad), Persuasion, Project Management/PMP/Agile, Public Speaking, Responsive, Self-Directed/Team Player, SEM, SEO, Social Listening, Social Media, Storyteller, Team/Community Building, Training, UGC, UI/UX, Video/Audio Production, Website Development, Writing.

Software: Adobe Creative Suite/Cloud (Acrobat, Audition, Illustrator, InDesign, Photoshop, Premiere Pro, XD); Bootstrap; CDN (Cloudflare); CRM System (ActionNetwork); CMS (WordPress); CSS/HTML5/JavaScript/JQuery/PHP/Python; Databases (Bloomberg, LexisNexis, SQL); DOM; G Suite (Drive, Documents, Forms, Gmail, Hangouts); Github; Google Analytics/AdWords/Search Console; HootSuite; IFTTT; MailChimp; Office 365 (Excel, Outlook, PowerPoint, Word); Open Source; Plugins; Screen Sharing (Webex, Zoom); SharePoint; Slack; Sprout Social; Squarespace, Survey Monkey.

PROFESSIONAL HISTORY

2019 to 2020: BEYOND TIMES SQUARE, New York, NY

Marketing Manager

- Implementing lead-generating marketing and advertising campaigns based on market research and trends;
- Developing brand messaging and marketing strategies and plans to build brand image and generate leads;
- Managing marketing database and channels including the BTSQ website, ActiveCampaign, social media, and company pages on travel consortium websites, and creating engaging content for these channels including company descriptions, product descriptions, blog posts, social media copies, flyers, webinars, and videos;
- Overseeing marketing vendors (website & SEO vendor and webinar vendor) and the China-based sales representative company Hippo International, guiding and supervising their marketing work;

- *Developing strategic relationships with key travel industry players, agencies, vendors, DMOs, and consortia;*
- *Working with the sales and operations department to optimize client-facing documents and user experience;*
- *Assisting in developing the new CRM system Quick Base and renovating the BTSQ website;*
- *Managing BTSQ's marketing budget.*

2019 to 2019: CHIMAC.NET, New York, NY

Website Project Manager Intern - Unpaid

- *Creating new content as research suggested and pruning articles with low engagement.*
- *Changing editorial focus based on user feedback and research;*
- *Adding long-tail words for SEO;*
- *Acting as the digital producer and facilitating the creation of content on the website;*
- *Fixing issues by conducting plug-in troubleshooting, html code optimization and SQL optimization;*
- *Translation to Mandarin ongoing project;*
- *Purchasing plugins to add functionality like automatically posting to LinkedIn reliably;*
- *Monitoring and planning project progress, tracking action items;*
- *Conducting design and implementation reviews;*
- *Examining, researching, and resolving issues;*
- *Escalating issues to appropriate authority;*
- *Worked with developers to fix bugs;*
- *Troubleshooting internet and web connectivity;*
- *Responding to team members' concerns;*
- *Coordinating requirements with interested departments;*
- *Finding creative cost-saving solutions to problems.*

2016 to 2017: FXB USA, INC., New York, NY

Social Media and Community Manager Intern - Unpaid

Reported directly to the Program Director and demonstrated in this internship role a continuous commitment to the mission and vision of the organization to provide assistance to people living in extreme poverty.

- *Managed a variety of in-house social media, internal and external communication projects; created website content, blog posts, videos, newsletters and press releases to share the mission and vision of the organization;*
- *Proactively optimized WordPress website, including adding functionality by adding and modifying plug-ins; used split tree/split-half troubleshooting to fix issues; did A/B testing; used best practices for user experience; increased performance and aligned website with business workflow; figured out coding details such as CSS;*
- *Tested for cross-browser and cross-platform compatibility;*
- *Created the company's social media content for multiple platforms including Facebook, Twitter and LinkedIn; engaged with audience members to develop the company's following and increased the number of followers by 11% within one year;*
- *Interacted with the online community, managed the online relationship with peer organizations, and responded to audiences' questions and comments;*
- *Managed email marketing, including content creation, list management, segmentation, deliverability test and monitoring KPIs.*

"Danni Mei helped to transform my website. Her content strategy skills helped me increase my audience by two fold. Her SEO and website knowledge helped to fix long-standing issues, and increasing the audience engagement. She has suggested many things that have steadily increased readership, and helped troubleshoot problems that I wasn't prepared to address. Her work ethics is excellent. I am so lucky to have found a resource and advocate and skilled project manager. She has my full confidence in everything I have entrusted her with."
– Brian P., Current Consulting Client

- Created and implemented multiple types of campaigns for various purposes, including revenue, reputation and prestige;
- Trained many employees technical and cultural values to achieve higher efficiency;
- Recognized as the only member of the team to specialize in strategic communications, saving the company thousands in outsourcing fees by taking on this responsibility;
- Designed and created content for the company's highly visible 2015 Annual Report.

2011 to 2014: BOYITIAN CULTURE AND MEDIA, CO., LTD, Beijing, China

PR Manager

Reported directly to the GM of Communications and provided leadership to a five-person team (three camera crew members and two PR coordinators) in this fast-paced work environment.

- As a core member of the communication team, provided leadership to a team of five staff members;
- Tasked with onboarding new client projects worth hundreds of thousands of dollars in new revenue for the company;
- Regularly engaged with media outlets including newspaper and television network contacts to report on the status of each project;
- Planned press conferences, created public relations content, curated photographs and created videos that discussed environmental concerns impacting China, including pollution.
- Managed strategic communications for highly visible clients including the Ministry of China environmental projects.
- Created content for the Hai River Basin project—a Ministry of Environmental Protection of China and Global Environment Facility (GEF) funded project.
- Created a new archive system for the company to support content organization during projects, resulting in considerable cost savings for the organization.

EARLY CAREER:

UNIVERSITY OF SCIENCE AND TECHNOLOGY, BEIJING, CHINA – **Lecturer (Part-time)** | Served as a coach and mentor to students while teaching advanced skills in spoken Chinese to classes of 10+ international students from diverse countries to include the U.S., France, Japan, India and Cuba.

DE LE ANIMATION CO., LTD, BEIJING, CHINA – **Marketing Coordinator** | Completed market surveys to support the creation of television programming. Created marketing materials. Was in charge of the team's outbound marketing and content marketing. Recruited participation in live television audiences for two popular children's television broadcasts—Animation City and The Big Windmill.

EDUCATION AND CREDENTIALS

HARRISBURG UNIVERSITY – Master of Science (expecting) – Project Management (2019-2021)

(GPA 3.58 out of 4.00)

THE GRADUATE CENTER, CUNY – Master of Arts – Political Science (2017-2019)

(GPA 3.66 out of 4.00) Thesis: The Growing Middle Class and the Absence of Democracy in China. (https://academicworks.cuny.edu/gc_etds/3179/)

COLUMBIA UNIVERSITY – Master of Science – Communications Practice (2014-2016)

(GPA 3.55 out of 4.00)

BEIJING LANGUAGE AND CULTURE UNIVERSITY – Master of Education – Curriculum and Teaching Methodology (2008-2011)

(GPA 3.64 out of 4.00)

RENMIN UNIVERSITY OF CHINA – Bachelor of Law – Diplomacy (2000-2004)

(GPA 3.64 out of 4.00)

LANGUAGES – English, Chinese/Mandarin, French