

# JULIA LIU

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## Education:

San Francisco State University- Marketing

Class of 2014

Versed in Event Coordination, Client Relations, Cultural Interpretation, Recruiting, Social Media/Influencer Marketing

- Technical Experience with Microsoft Office, Salesforce, MailChimp, EventBrite, Quik, Podcast, and Intercom
- Fluency in Mandarin, Taiwanese, and English
- International Work Experience in America, Taiwan, and Colombia

## Work Experience:

**WETOGETHER.CO** *Marketing Event Coordinator in Taipei, Taiwan*

Mar 2019 -Present

**WHO'S TO KNOW?**

- Project managing/Video producing 5 Episodes video interview series
- Organizing/Initiating Annual Project for Women in Tech Taipei-Who's to know? (Video interview series)

### OPEN UP SUMMIT

- Supported the planning and logistics of the Open UP Summit, including meetups events such as scheduling speakers, catering, conducting telephone and/or conference meetings to screen speakers, open source projects, volunteers, sponsorships, and conducting surveys
- Created branded content on multiple social media platforms. This includes blog posts, promotional materials, website copies, articles, and Facebook, Instagram, and Twitter media
- Facilitated, interpreted at meetups events also as the main information source for Marketing and PR
- Curated and designed local tours for attendees and speakers to immerse in deeper connections and share ideas with each other
- Recruited, Trained and Scheduled volunteers into various volunteer positions
- Provided outside communications to secure sponsorship opportunities/client relations

### 20-20 WOMEN LEAD PODCAST

- Created and published organic social media content
- Implemented an audiogram marketing strategy and successfully increased traffic by 20%
- Produced and Hosted a single episode with Anchor Taiwan CEO, Elisa Chiu

**LANGUAGE ACADEMY** *Marketing Consultant in Bogota, Colombia*

Jun 2019 - Aug 2018

- Implemented company's first social media strategy utilizing industry research and platform determination
- Curated content and user base identification for online marketing while developing marketing plans honed in on integrating offline with online marketing

**FRAMY** *Business Development and Operations in Taipei, Taiwan*

Feb 2017 - Feb 2018

- Developed and implemented business strategies to rebuild and retain new and existing clients through the use of online research, messaging on social media platforms, and cold pitching, which increased market share by over 20%
- Recruited, scheduled, and managed 90 contractors utilizing face-to-face cold calling pitching, social media outreach, and referral programs, all the while maintaining a 100% recruiting quota

**TWITTER** *Product User Services Agent in San Francisco, CA*

Nov 2015- Feb 2016

- Provided client focused customer care to customers in Chinese-speaking countries with issues pertaining to account security, privacy, profile settings, and suspension of publishing services. Exceeded bi-weekly Quality Assurance metric by 10% and SLA target/backlogs by 20%

**LIVE NATION ENTERTAINMENT** *Box Office Sales Associate in San Francisco, CA*

Jul 2015 - Feb 2016

- Provided in person and over the phone customer care through effectively using TicketMaster and data focused multi-tasking in a fast-paced, high pressure environment

**SAN FRANCISCO BICYCLE COALITION** *Fundraising Intern in San Francisco, CA*

Sep 2014 - Nov 2014

- Served roughly 10,000 event attendees and raised \$463,200 for annual membership party
- Reached annual donor membership goal through the integration of the Salesforce platform marketing membership goals

劉珈玟 | Julia Liu | julialiu2223@gmail.com | 0976019987

【承辦國內外大小型研討會、藝術節、社群小聚、工作坊】 【新創、社群、國際公司多元跨國家工作】

【商業翻譯】 【國內外客戶關係維護】 【數位行銷社群經營】

2019/03 - 現在 **台北 一起網路科技 活動行銷專員**

• 科技人來電 ( 影片專訪 )

[專案策劃] → 製作、發起、管理5集影片專訪，專案目的希望讓更多人認識在海外台灣人的奮鬥實際實記，同時也能讓台灣雇主，了解海外職場與台灣職場的不同氛圍。藉由互相學習，一同讓台灣職場環境，成為未來海內外人才的歸屬

• 2020 Women Lead Podcast

[數位行銷] → 優化團隊行銷策略提升播音觸及率-audiogram的行銷策略置入

[內容行銷] → 社群經營內文撰寫(中英文)協助轉傳提高曝光率

[專案策劃] → 具備獨立運作能力訪問製作、規劃採訪策劃。觀察、調查、蒐集訪問有關之所有消息，並發掘具有新聞價值及能引發聽者興趣

[自主學習] → 主動自學剪輯播音毛片自行剪接摸索新軟體，享受自我挑戰不斷學習進化的過程

• Open UP Summit ( 國際開源科技會議 )

[內容行銷] → 社群經營，社群頻道營運規劃包含官網內文中英文撰寫(臉書/推特/IG)

[文案撰寫] → 社群文案、訪談文章、公關票團體票邀請信撰寫(中英文)

[贊助合作] → 成功達標異業合作與贊助洽談與執行、維護客戶媒體關係等外部行銷相關事宜執行

[獨立策劃] → 策劃深度旅行專案從第一手的規劃、進度、成本、品質、風險等進行全面監控，瞭解項目實際進展狀況，及時發現偏差，並採取措施加以糾正，使與會者擁有最高品質的會議體驗滿意度

[跨國溝通] → 負責國內外講者接待聯絡透過不同溝通管道(電子郵件溝通、面對面、視訊)及時洞悉客戶問題，跟進講者反饋意見及要求為講者提供最優質的服務

[人物專訪] → 跨部門溝通與影音美術合作，企劃並執行人物專訪影片，訪綱發想、旁白撰寫

[招募志工] → 招募、調配、管理運用志工人力資源

2018/03-2018/11 **GAP YEAR**

2018/06 -2018/08 哥倫比亞 LANGUAGE ACADEMY - 行銷顧問 (接案)

2017/02 - 2018/02 台北 FRAMY - 全球市場開發專員

[網紅行銷] → 擅長網紅行銷操作及 KOL 溝通、網紅資源庫維護、網紅管理、行銷企劃與業務執行

[歐美業務] → 拓展歐美網紅市場協助開展平臺商務，拓展相關業務機會，熟悉國外主流社交平臺帳號

[人才招聘] → 幫助公司軟體在國際市場在地化協助人才招聘、訪談篩選，人才資訊彙整，業績 100%達標

2016/02 -2017/02 **在職進修**

[職能進修] → 取得 Google Analytics (分析) 個人認證

2015/11 -2016/02 美國 TWITTER - 產品客服人員

[客服專業] → 在推特總部成功達成每隔週客服品質檢驗績效指標並超過產值 10%以上，提升服務層級協定達 20%

2014/09 - 2014 /11 美國 SAN FRANCISCO BICYCLE- 募款實習生

[募款經驗] → 募款聯絡廠商募集義賣項目成功達募款目標美金 463,200，會員小額募款的推動策略與執行協助年晚會

2013/06 - 2013/09 美國 SAUSALITO ART FOUNDATION - 營運實習生

[戶外活動] → 資料庫建立，網站更新，活動看板製作，行政文書處理協助主管交代工作 ( 郵件寄送、相關事務等處理 )，協助三天美國戶外大型藝術節活動規劃與現場管理，服務總人數超過 60000人

**學歷**

美國舊金山州立大學 行銷系 2014