

# MICHELLE LEUNG

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## EXPERIENCE

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### SENIOR BRAND & CONTENT MARKETING MANAGER

Human, Nov 2020 - Present

- Oversee branding, copy, content, SEO & organic social media strategies for 25+ D2C, B2B & SaaS clients
- Define strategy for all content formats (webpages, blogs, guides, case studies, product copy, promotional copy, ads, emails, social media, etc.) for the customer lifecycle
- Facilitate 20+ brand discovery workshops to define positioning & identity, value propositions, personas & pain points, voice & tone. Actively engage with clients during discussion to create productive, conversational atmospheres
- Lead collaboration with UX, creative, social, email, paid & developer teams to launch creative marketing campaigns or run A/B tests, ensuring alignment & seamless communication between teams
- Conduct in-depth market research & competitor analysis to inform content, copywriting, UX or design strategies
- Create brand strategies & messaging hierarchies; act as brand steward for client copy on all marketing channels
- Write, edit & optimize content on all marketing channels, ensuring it is on-brand, error-free or SEO-friendly
- Train & provide feedback to copywriters, SEO managers, social media managers & freelancers
- Track organic KPIs, using data to drive strategic decisions; present performance to client executives monthly
- Keep pulse on industry trends & technologies to improve clients' brand, content, SEO & social media strategies

#### Key accomplishments:

- Launched Human's social media services & championed the growth of brand marketing + copywriting services
- Co-hosted a content marketing webinar with Semrush that drew 2,500+ registrants
- Leveraged topic clusters to grow an apparel brand's traffic by 300% in 1 yr & a FinTech brand's traffic by 200% in 3 yrs
- Deployed a comprehensive keyword strategy to double a home decor brand's #1 rankings within 1 year
- Optimized the content & shopping experience for a loungewear brand's PR campaign, increasing organic traffic by 500% YoY & organic revenue by 250% YoY

### CONTENT MARKETING MANAGER

Human, Feb 2020 - Oct 2020

### CONTENT MARKETING STRATEGIST

Human, Mar 2019 - Jan 2020

### MARKETING COORDINATOR

Human, Dec 2017 - Feb 2019

### ADMINISTRATIVE ANALYST

UC Irvine Medical Center, Dec 2014 - Nov 2017

## SKILLS & TOOLS

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Detail-oriented & organized, strong time & project management skills, excellent with executive-facing communication.

- Marketing analytics & SEO tools: Google Analytics, Google Search Console, SEMrush, Moz, Screaming Frog
- Content production & AI tools: ChatGPT, Jasper, Grammarly
- Design tools: Figma, Adobe Photoshop, Canva
- Ecommerce platforms & marketing CRM: Shopify, BigCommerce, Klaviyo, MailChimp, HubSpot, Salesforce
- Project management tools: Jira

## EDUCATION

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### UNIVERSITY OF SOUTHERN CALIFORNIA

Master's degree, Communication Management  
Lambda Pi Eta Honor Society, Annenberg Advantage Mentorship Program

### UNIVERSITY OF CALIFORNIA, SANTA BARBARA

B.A., Political Science & Asian-American Studies