

GISELLA TAN

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CONTENT STRATEGIST & WRITER

My passion for multi-media storytelling has motivated a career spanning marketing, journalism, advertising, and PR. In my current role, I create content for tech platforms, develop content strategies for brands, and craft pithy ads. (In other words, I can sling a mean pun while distilling complex data into a relatable blog post.)

I am currently seeking in-house opportunities where I can tackle content challenges with creativity and cross-channel marketing strategies.

EDUCATION

University of Southern California

B.A. IN PSYCHOLOGY, 2013-2017

- 3.92 cumulative GPA, summa cum laude
- Honors: Phi Beta Kappa, Psi Chi Honors Society in Psychology
- Activities: Undergraduate Student Government, Teach for America, Asian American Pacific Alumni Board

SKILLS

- Content strategies to help companies attract, engage, and convert audiences throughout the funnel
- Content writing for general and specialized audiences; fun, acerbic, casual, and serious approaches
- Copywriting: social, branding, D2C, B2B, PR
- Qualitative and quantitative research: Excel, SPSS
- Native fluency in English, Cantonese, Mandarin
- Design: Photoshop, Illustrator, Canva
- Project management and client service

WORK HIGHLIGHTS

Content Writer & Strategist

S&G CONTENT MARKETING | AUG 2020 - PRESENT

- Writing e-books, blog posts, worksheets, webinar scripts, emails, op-eds, PR pitches, and UX content.
- Developing content ideas and strategies based on clients' goals, target keywords, and SEO needs.
- Creating display ad, landing page, and social media assets for client-run partnership programs.
- Areas of specialty: ecommerce, marketing, advertising, biz dev, social media, tech platforms.
- Clients: AdRoll, ZenBusiness, Rollworks, Amplitude, Jotform, and more.

Freelance Journalist

SELF-EMPLOYED, AUG 2019 - AUG 2021

- Published features & op-eds in VICE Motherboard, The Independent, GEN by Medium, Huffington Post, Travel+Leisure, The Bold Italic, and more.

Content Strategist, Copywriter & Project Manager

SPARKCO, MAR 2019 - JUN 2021

- Developed website, landing page, brand guides, and display ad copy for clients.
- Oversaw agency's inbound social marketing channels and content strategy.
- Managed project timelines and client relations.
- Clients: Lime Lush, Kura Sushi, The Boutique Brands, Discount Divas, and more.

Assistant Account Executive & Social Media Manager

DAE ADVERTISING, JUN 2017 - FEB 2019

- Oversaw the planning and execution of multicultural marketing campaigns.
- Developed in-language Facebook and WeChat programs for clients, managing strategy, content creation, engagement tactics, and performance analytics.
- Clients: Kikkoman, AARP