

William Qu

+1 (408) 913-0626 • w.qu187@gmail.com • [linkedin.com/in/williamqu](https://www.linkedin.com/in/williamqu) • williamqu.wixsite.com/portfolio

EDUCATION

University of California, Santa Barbara

B.A. Communication, B.S. Psychological & Brain Sciences

- Minor: Professional Multimedia Communication Writing
- Certification: Technology Management

Graduation: July 2021

Major GPA: 3.97, Dean's Honors List

WORK EXPERIENCE

Creative Marketing Strategy Consultant | Products by Women (client)

Remote

Gaucha Creative Marketing Group

Mar 2021 - present

- Researched and analyzed target market, industry trends, and competitors to provide a user research report and end-to-end strategy consulting deck to Products by Women, a startup that provides career development resources and services to women in tech
- Analyzed Product by Women's go-to-market strategy to understand gaps and opportunities for improvement and growth
- Conducted Qualtrics surveys & 1:1 interviews to gain insight into user pain points, resulting in 116 survey & 10 interview responses
- Implemented research insights for service recommendations (i.e. skill-based webinars), redefined mission, and new brand narrative
- Developed, wrote, and edited emotionally compelling website copy in Notion to create a cohesive and empowering brand narrative
- Collaborated with cross-functional team of 10 (designers & strategists) to create 50+ strategy consulting deck in Google Slides
- Presented [50+ strategy consulting deck](#), [user research report](#), and [redesigned landing page mockup](#) to CEO of Products by Women

Digital Marketing Specialist | Google Ad Grants Online Marketing Challenge

Remote

The Roll a Hippo Foundation

Jan 2021 - Mar 2021

- Led team of 5 in creating marketing strategies for a social justice non-profit through analysis of target market & demographics
- Spearheaded 3 Google Ad campaigns to increase email sign-ups, donations, and website traffic, increasing conversion rate by 93.48%, CTR by 6.27%, and impressions by 4.4k while achieving 100% optimization score in all campaigns
- Saved the organization \$4.31k by identifying negative & low-quality keywords and optimizing bids through keyword research

Latino Heritage L.A.

May 2020 - Jun 2020

- Led team of 5 in creating Google Ad campaigns for Latino Heritage L.A. (LHLA) using a budget of \$10k Google Ads credit
- Optimized keywords and web traffic by replacing over 250 low-quality keywords with relevant search terms and focusing audience targeting to specific geographic locations and demographics, improving the CTR from 7.58% to 9.46%
- Re-designed WordPress website with donate button, email subscription pop-up, COVID-19 statement, contact form, and blog page

Project Manager - VP of Projects

Remote

American Marketing Association (AMA) National Collegiate Case Competition - PODS

Sept 2020 - Dec 2020

- Led 4 consecutive teams – market research, strategy, media planning, and creative branding – towards creating a one-year marketing plan for PODS, a moving and storage company, to implement starting in January 1st with a budget of US \$1 million
- Researched market trends, competitive landscape, and PODS' target audience of Gen Z & Millennials through online sources and mass surveys via Qualtrics to inform product positioning, value proposition, and proposed digital and social media strategies
- Designed & strategically branded the 31-page [final case report](#) using Canva Pro and Adobe Photoshop to fit PODS' brand identity
- Awarded National Commendable Ranking

Project Manager - VP of Projects

Remote

Duet Ambassadorship

Sept 2020 - present

- Led team to increase awareness and donors for [Duet](#), a social justice non-profit with the mission of helping refugees families
- Raised just under \$800 in donations for the holiday fundraiser via social media & email marketing campaigns
- Wrote press release, feature article, profile, short pieces, and news briefs to improve Duet's brand image in PR Writing course
- Developed a 1-month social media content calendar in Excel for Instagram fundraiser campaign containing copywriting and designs

Social Media Marketing Intern

Santa Barbara, CA

UCSB Professional & Continuing Education

Jan 2020 - May 2020

- Designed flyers & social media graphics via Canva and Adobe Photoshop to promote new certifications offered by the [UCSB Professional & Continuing Education](#) (PaCE) program, resulting in a 10% increase in student registration
- Wrote & revised a script for UCSB PaCE to send Spotify for a voiceover promoting their new certifications to college students

LEADERSHIP EXPERIENCE

Vice President of Projects

Remote

UCSB American Marketing Association (AMA)

Mar 2020 - present

- Led 2 team-based projects per quarter for members to gain hands-on marketing experience in social media & digital marketing

SKILLS & CERTIFICATIONS

- MS Office, Adobe Photoshop, Canva, WordPress, Google Suite, Qualtrics, Notion, PowerPoint, Google Ads, Facebook Ads, HTML/CSS
- Multimedia & PR Writing, Copywriting, Market Research, Social Media, Creative Strategy, Project Management, Public Speaking
- Google Ads Search & Measurement Certifications, Hubspot Inbound Marketing & Social Media Marketing Certifications