

# Sandy Tuo

As an aspiring marketer, I seek ideas, trends, and inspiration to explore connections between consumer and business needs. With experience in content marketing and social media management, I look forward to building an integrated brand experience and long-term customer relationships through timely and effective communication.

 • [Portfolio](#) • [ctuo7@uwalumni.com](mailto:ctuo7@uwalumni.com)

## Professional Experience

### SEO English Content Writer

CakeResume • September 2021 - June 2022

- Composed weekly content on topics relevant to resume building and job seeking.
- Conducted independent research and applied organic keywords to improve article CTR and the website's ranking on Google SERP.
- Several articles ranked in the top 5 of Google Taiwan and U.S.

### Digital Marketing Intern

Asterism Healthcare • May 2021 - August 2021

- Created 10+ product infographics using Illustrator to attract B2B nutraceutical clients in English, Mandarin, and Japanese-speaking countries.
- Cultivated an SEO article for Phyx Clinic in preparation to target the vitamin beauty care sector.

### Business Development & Marketing Intern

Xross Connect • October 2020 - December 2020

- Narrowed potential clientele down to 1000+ based on DMUs, locations, and company sizes.
- Inputted and managed CRM data in Excel and Google Sheet.
- Designed website mockups and 5+ LinkedIn graphics for content marketing briefs.

## Leadership Experience

### Marketing Consultant

Ethical & Responsible Business Network (ERBN) • February 2021 - April 2021

- Helped develop a walking tour with Biomimicry Granada by improving the user experience while taking necessary precautions against environmental damage.
- Identified the main target market and generated persona stories that align with the key attributes.

### Graphic Designer

Advertising Club Agency • February 2021 - April 2021

- Designed Instagram carousel for cultural events and organization pillars to improve local SMB's social media presence.

## Public Relations & Media Director

Dancas Dance Crew • May 2019 - May 2020

- Gained a 5% increase in Instagram engagement through content marketing and offline PR events.
- Assisted in designing crewnecks and stickers to fundraise for org activity and improve publicity.
- Sought and organized 10+ collaborative performances while managing projects with five new organizations.

## Media Chair & Program Coordinator

Asian American Student Union (AASU) • January 2019 - May 2020

- Designed weekly social events and marketing collateral; managed all social media channels.
- Recruited family leaders and established a point system for weekly family competitions.
- Organized educational conference, cultural week, and annual gala with each over 200+ attendees.

## Education



### University of Wisconsin - Madison

Bachelor of Business Administration

Majors: Marketing, Risk Management & Insurance

September 2018 - August 2021

## Skills & Certificates

- Language: Bilingual in English (TOEFL iBT: 106) & Mandarin (Native)
- Graphic Design: Illustrator, Photoshop, InDesign, Premiere Pro, Canva
- Marketing: SEO, Google Analytics, Google Ads, Facebook, Instagram
- Project Management: Microsoft Office, Google Suite, Mac OS, Slack, Trello
- Certification:
  - AT&T Extern, Issued August 2021
  - HubSpot Social Media Marketing, Issued May 2021
  - Google Analytics for Beginners, Issued December 2020
  - Excel Proficiency, Issued February 2019