

Digital Marketer

Native in Mandarin & Fluent in English

4+ years of part-time experience supporting small enterprises in building effective marketing strategies and standard operating procedures



Zhoujiayue Si

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I am a experienced marketing professional with a unique blend of digital expertise and fashion styling experience. I am skilled in crafting strategic marketing campaigns, managing cross-functional teams, and delivering exceptional customer experiences. I am proficient in digital marketing, PR, CRM, SEO, analytics, and more. I combine analytical rigor with a creative flair to drive results for diverse clients.

With a deep understanding of both Asian and American cultures, I provide valuable insights that help companies better communicate with their target consumers. This cultural fluency allows me to tailor my marketing and styling strategies to the specific needs and preferences of diverse audiences, ensuring maximum impact and engagement.

I am a creative problem-solver who is always seeking innovative ways to drive progress. With my diverse qualifications and expertise, I am confident I can help you achieve your goals and reach new levels of impact.

Introduction



Custom Client Showcase Page for Contingenci

Our Clients – Contingenci

As the lead designer and strategist for our company's marketing efforts, I created a comprehensive Client Showcase page to highlight our diverse portfolio of B2B partnerships. This custom-designed page features:

- Eye-catching visual design to make our client logos and case studies stand out
- Optimized meta tags, descriptions, and content structure for enhanced SEO performance
- Intuitive user experience and navigation to guide visitors through the client information
- Prominently displayed client testimonials to build social proof and credibility

By developing this dedicated Client Showcase, I was able to create a powerful digital asset that demonstrates the caliber of companies we work with and the measurable impact of our services. I've also designed and optimized numerous other key pages across the company website, including:

- Landing pages for targeted marketing campaigns
- Informative blog and resource hub content
- Intuitive navigation and user interface elements

Our Clients

Sustainable Services for Global Brands: Small Batch Production, Rapid Prototyping, Warranty/Repair, and Responsible Waste Management. Transforming waste into functional items for recommerce.

[Work With Us](#)

CONTINGENCI®

THE NORTH FACE| RENEWED

Help saved TNF Ski patrol jackets from the landfill due to legal liability; "first responder" marks are prohibited to civilians. we renewed & repair these Gore-tex Jackets to be sold to the public by TNF.

[Shop Now](#)

Comprehensive Press Kit Design for Contingenci

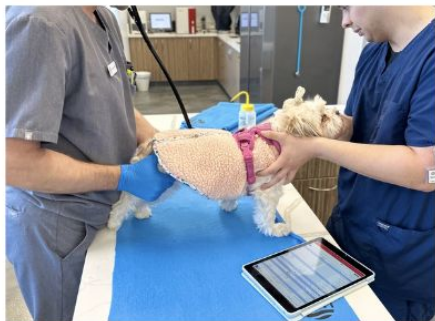
Contingenci Press Kit

As part of Contingenci's broader marketing and PR strategy, I designed a comprehensive press kit to support media outreach and public relations efforts. The goal was to create a visually-compelling, information-rich resource that would help generate positive media coverage and elevate awareness around Contingenci's products and services.

Key elements included:

- Branded cover page and section dividers reflecting Contingenci's visual identity
- Detailed overviews of Contingenci's core product and service offerings, highlighting key features and benefits
- Professional photography showcasing Contingenci's solutions in action
- Informative fact sheets with specifications, pricing, and availability information
- High-resolution logo files and other essential brand assets
- Clear calls-to-action for media inquiries, sample requests, and partnership opportunities

This hands-on experience with press kit design has been invaluable for developing my understanding of effective public relations strategies and the critical role that visually-striking, information-rich content can play in building brand awareness and media relationships.



Who We Are

We are a sustainability-focused startup on a mission to combat global garment waste. We're dedicated to building a sustainable brand and infrastructure in the fashion industry by repurposing waste and utilizing deadstock materials. As a women and minority-owned circular micro-factory in San Jose, we specialize in providing affordable and sustainable solutions for veterinary clinics and the pet industry. Our expertise lies in creative design, lean manufacturing, and transforming outdoor deadstock textiles into high-quality, made-in-California veterinary and pet softgoods equipment and products.

Our Mission

We are committed to creating positive social and environmental impacts through the use of deadstock materials, waste repurposing, and innovative product offerings that inspire conscious consumption in pet industry.

Our Vision

Build a sustainable future by revolutionizing the manufacturing industry, ending global garment waste, and promoting sustainability in the pet industry.

1,700

SQ FT OF SUSTAINABLE
MANUFACTURING

35,000

YARDS OF RESCUED
DEADSTOCK TEXTILES

19

INDUSTRIAL SEWING
MACHINES

19

GOOD HUMANS

Collaborations

• The North Face | Renewed

We worked with The North Face to renew and repair ski patrol jackets, preventing them from ending up in landfills and making them available for sale to the public.

• Specialized Bicycles Inc.

Our rapid development program (RDP) enabled us to create skin suit mock-ups for wind tunnel testing, providing the fastest time trial data for Specialized.

• Marmot

We serve as a Warranty Satellite Center for this famous outdoor and active brand.

• Beach Animal Urgent Care

Our Green & Clean products saved them over \$3450 annually on laundry utility bills.

• REED Animal Hospital

Our custom-made mats provide comfort and durability during examinations. Hygienic and easy to clean.

For more collaborations, check our website

Our Team



Linda
Founder & CEO



Sakinah
Product Engineering



Bernice
Operation



Janice
Marketing & PR



Janelle
Technical Design



Sabby
Production



Karishka
Accounting & Finances



Beatriz
Production



Carolina
Production



Summer
Social Media



Tiffany
Social Media



Marshall
Sales



Landon
Sales



Logan
Sales



Andrew
Web



David
Marketing



Israel
Sales



Matt
PR



Eva
Social Media

High-Res Images

Please find attached high-resolution images of our products, factory, and collaborations. Image captions and credits are included in the file names:
[Google Drive](#)

Company Highlights

- Focusing on sustainability and social impact
- Innovating the veterinary industry with sustainable solutions.
- Ending global garment waste through repurposing materials.
- Leading the way in innovative veterinary practices.
- Sustainable solutions for veterinary practices.
- Collaborating for a sustainable future in the veterinary industry.

Impactful Media Coverage for Contingenci **Meet Linda Tang – Canvas Rebel Magazine**

As part of our broader marketing strategy, I've also played a key role in developing and distributing press releases to elevate our company's thought leadership and brand visibility. Most notably, I recently crafted and published a press release through Canvas Rebel Magazine, a leading design and creative industry publication.

This press release highlighted our latest product innovations, strategic partnerships, and community initiatives - generating valuable media exposure and driving increased website traffic and sales inquiries. By leveraging our company's unique story and achievements, I was able to secure this impactful media placement and expand our digital footprint.

STORIES & INSIGHTS

Meet Linda Tang



STORIES & INSIGHTS

JANUARY 29, 2024

Share This Article



Alright – so today we’ve got the honor of introducing you to Linda Tang. We think you’ll enjoy our conversation, we’ve shared it below.

Linda , looking forward to hearing all of your stories today. Can you talk to us about a risk you’ve taken – walk us through the story?

One of the most unexpected challenges in our sustainable journey at Contingenci was navigating the intricate landscape of starting a micro-factory in the Bay Area, known for its innovation but also high costs. The realization that sustainability often comes with higher initial expenses hit hard, especially considering the competitive nature of the fashion industry.

The backstory unfolds as we passionately embarked on our mission during the challenging times of the Covid-19 pandemic (creating products for first responders). The decision to establish Contingenci in the Bay Area was



Successful Campaign Launches at Contingenci

During my tenure as the Marketing Lead at Contingenci, I spearheaded the planning and execution of several high-impact marketing campaigns that drove awareness, engagement, and conversions for the company's products and services:

- Product Giveaway with Macro Influencers
- Sustainable Workshop with NYU Alumni Clubs
- Micro-Influencer Marketing Campaign for Pride Collection
- Supporting Maui's Wildfire Relief: Our Donation & Commitment to Community
- Contingenci x FIDM Contest

These campaign launches demonstrate my ability to devise and implement integrated marketing strategies that leverage influencer partnerships, event activations, and social media to drive tangible business results. I'm excited to bring this experience to future roles and continue delivering impactful, data-driven marketing initiatives.



NYU



upcycling workshop!



11/11/23

NYU Alumni Club

Saturday 1-5pm

Scan for info

" These people are doing incredible work!! I had so much fun converting an old pair of cargo shorts & hoodie into a fanny pack & boba holder. ...highly recommended!" - Sweetha

Revamp your old clothes!

- Transform your old clothes into unique items at our workshop
- Custom fit your clothes by alteration/tailoring
- Create DIY items like bottle holders, fanny packs, and boba holders from your own clothing



763 Mabury Rd #25,
San Jose, CA 95133



contingenci

Donates

\$40,000

To aid the combat and recovery
efforts in response to the devastating
Maui wildfire

Contingenci X NYU Alumni

Supporting Maui's Wildfire Relief

Family fun, kids friendly,
couples, friends, dates
Private event is also available

Creative PR Launch Brief for Contingenci Hexagon” JAX” Sustainable Pet Bed Launch Creative Brief

I developed a comprehensive creative brief to guide the PR strategy and execution for the launch of their new product. The creative brief outline key elements:

- Event Overview
- Exclusive VIP launch party for industry influencers, analysts, and select customers to generate early buzz.
- Product Information
- Prominent call-to-action to encourage event attendance and platform trial signups.
- Content Guidelines
- Media Requirements
- Influencer Outreach

By crafting this strategic brief, I provided Contingenci's teams with a roadmap to execute a successful launch, generating awareness and reinforcing the company's reputation as an innovative industry leader. This experience honed my skills in audience analysis, messaging, campaign planning, and data-driven measurement.

Content Guidelines

Tags

@contingenci
@goodhumanllc



BGM

Use approved bgms from
us



Hashtags

#ThereisnoplanetB
#continegencipets

Media Post

Stories & Pictures about
our pet bed, and our
event

Google Analytics Reporting & Analysis

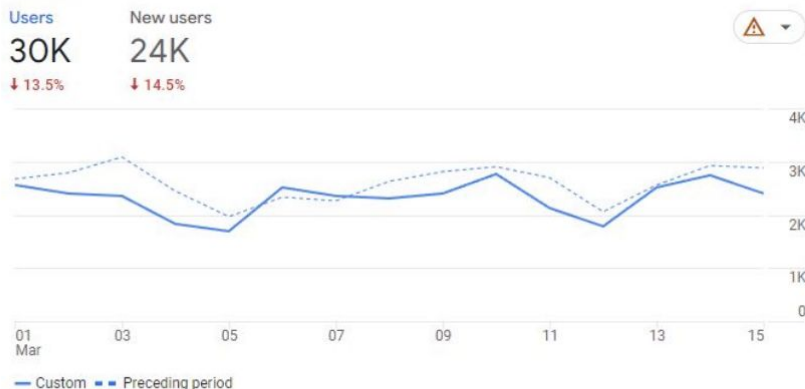
Google Analytics Report

This project showcases my expertise in leveraging Google Analytics to generate insightful reports and analyses that drive data-driven decision making. Key highlights include:

- Developed custom reports to provide comprehensive website performance insights, including traffic sources, user engagement, conversion rates, and ecommerce metrics.
- Conducted in-depth analyses of user behavior, journeys, and conversion funnels to identify optimization opportunities.
- Synthesized data from multiple sources to uncover high-impact marketing and sales performance improvement opportunities.
- Provided strategic recommendations rooted in data-driven insights and collaborated cross-functionally to implement and measure the success of recommended changes.

Throughout this work, I demonstrated the ability to translate complex data into clear, actionable insights that drive meaningful business outcomes. My proficiency in Google Analytics, along with strong analytical and problem-solving skills, has enabled me to become a trusted data steward and strategic partner.

Acquisition



User acquisition overview snapshot during March 1-15, 2023 vs. February 14- 28, 2023.

Lower User Acquisition

Lower user acquisition means **fewer new visitors became customers or registered users.**

Increased Traffic Acquisition Channels

Increased organic search traffic and referral traffic, suggesting some **growth in brand awareness and word of mouth.**

Sessions ▼ by Session default channel group ▼



SESSION DEFAULT CHANNEL G...	SESSIONS	
Direct	15K	↓ 11.8%
Organic Search	15K	↑ 1.7%
Paid Search	4.3K	↓ 17.8%
Cross-network	3.7K	↓ 25.4%
Unassigned	2.4K	↓ 5.4%
Referral	1.9K	↑ 7.3%
Display	131	↓ 80.7%

Traffic acquisition overview snapshot during March 1-15, 2023 vs. February 14- 28, 2023.

Decreased Traffic Acquisition Channels

Declines in other traffic types: direct, paid, cross-network and display traffic suggests **issues with paid marketing campaigns**, limited success driving direct traffic, and **weaker discovery through partner networks and display ads.** These factors likely contributed significantly to the decline in new users, **outweighing the modest gains from organic search and referrals.**

Successful Email Marketing Campaigns at Contingenci

I was responsible for developing and executing a variety of email marketing campaigns to promote the company's events, products, and collaboration opportunities. These campaigns consistently achieved a 5% conversion rate, which exceeded industry benchmarks. Some key examples of my email marketing work include:

- Product Launch Campaigns
- Event Promotions
- Partner Outreach

By leveraging data-driven insights, best practices in email marketing, and a keen understanding of Contingenci's target audience, I was able to create high-performing email campaigns that successfully drove conversions, event registrations, and partnership opportunities. This experience has honed my skills in email marketing strategy, content creation, and campaign optimization.



Upcoming Workshops: 7/30, 8/13, 8/27

Upcycling and Customization: Transforming Old Items into Personalized Treasures

Sustainable DIY Workshop

Spice up your clothes by adding some cool stickers or transform them into a stylish bag that you can carry around with pride.
Let's unleash your creativity and give your old garments a new life!

Book Now



**Don't toss your old clothes!
Be more sustainable with us ;)**



Designed Impactful Standard Operating Procedures at Contingenci

During my tenure as the Marketing Lead at Contingenci, I was responsible for developing a wide range of standard operating procedures and guidelines to streamline processes, ensure consistency, and drive efficiency across the organization. Although I'm unable to publicly display these materials due to company policy, I'm happy to discuss the details of these projects in a private conversation. Some of the key SOPs I designed include:

- Marketing Calendars
- Branding Guidelines
- Campaign Guidelines
- Employee Onboarding and Training Manuals
- Investor Pitch Decks
- Product Lookbooks and Client Pitch Decks

These SOPs covered everything from marketing planning and execution to internal training and external client/investor communications. By establishing these robust frameworks, I was able to enhance cross-functional collaboration, maintain brand integrity, and ultimately improve the overall effectiveness of Contingenci's initiatives.

Comprehensive Product Catalog Curation for 9 Garments

9 Garments Earrings

I've overseen the creation and distribution of over 600 unique product listings across the ecommerce platforms for this company.

This comprehensive product catalog management includes:

- Developing compelling product names, titles, and descriptions
- Crafting SEO-optimized meta tags, keywords, and content
- Ensuring consistent brand voice and messaging
- Analyzing performance data to continuously refine and improve

This attention to detail across hundreds of individual product listings has been instrumental in elevating the brand's online presence and expanding our customer reach.



Rings Earrings Necklace Clothes Shoes
Customized

Login



All
Silver
Gold



Song Of The Sea 18K Gold Plated
Handmade Earring

\$56.00

Select Material



Add To Cart



Love Is Melting 18K Gold Plated
Handmade Earring

\$72.00

Select Material



Add To Cart



Mune, Cire's Love 18K Gold Plated
Handmade Earring

\$48.00

Select Material



Add To Cart



Mune: Guardian Of The Moon 18K
Gold Plated Handmade Earring

\$63.00

Add To Cart

Mockup Product Page Design for A/B Testing

For a school project, I designed a mockup product page in Adobe Photoshop to explore A/B and multivariate testing strategies. The goal was to create a visual representation of different design and content elements that could be systematically tested to optimize the product page's performance.

The mockup included variations for:

- Product title phrasing and keywords
- Hero product imagery (lifestyle vs studio shots)
- Add-to-cart button copy ("Add to Cart" vs "Buy Now")
- Length, structure, and tone of the product description
- Pricing treatments (e.g. discounts, bundles)
- Checkout flow design and progress indicators

This upfront design work helped ensure our A/B and multivariate experiments would be executed efficiently and deliver meaningful insights to improve the final product page.



Transform Your Skin with LumiLux
Skincare - Personalized skin care
routines tailored to your unique needs.

5.0 ★★★★★ 1,749

\$ 259.00

www.lumilux.com

Free delivery & Free 30-day returns

Buy Now



Discover LumiLux: Your Path to
Flawless Skin - Try our Biometric
Skincare Scanner.

5.0 ★★★★★ 1,749

\$ 259.00

www.lumilux.com

Free delivery & Free 30-day returns






Try Today!

LumiLux

www.LumiLux.com

LOG IN HELP SHOPPING BAG (0)

SEARCH







LumiLux
Lumi Biometric Skin Scanner

\$259.00 or 10 payments of \$25.90 with **Klarna** or **afterpay**

Color: White


Options







Discover the future of skincare with LumiLux's revolutionary Biometric Skincare Scanner. Our cutting-edge device harnesses advanced technology to analyze your skin's unique needs and provide personalized skincare solutions. With just one simple scan, you'll gain valuable insights into your skin's condition and receive tailored recommendations for addressing specific concerns. Say goodbye to guesswork and hello to a customized skincare routine that delivers visible results. Elevate your skincare game and unlock the potential of your skin with LumiLux. Shop now and embark on a transformative journey to healthier, radiant skin.

Sign in or create an account to enjoy **FREE standard shipping.**
Shipping & Returns

1 **Add to Basket**
for Standard Shipping





SIGN UP FOR OUR NEWSLETTER

ENTER YOUR EMAIL HERE

TIKTOK INSTAGRAM FACEBOOK X PINTEREST YOUTUBE SPOTIFY

SEO-Optimized Code Development in Dreamweaver

In addition to the product page mockup design, I also leveraged Adobe Dreamweaver to write SEO-optimized HTML code.

Some of the key SEO-focused code elements I incorporated included:

- Semantic HTML markup to enhance content hierarchy and meaning
- Optimized title tags, meta descriptions, and header elements
- Strategically placed target keywords throughout the page copy
- Accessible image alt text and other rich media optimizations
- Structured data markup to provide search engines with clear context

This hands-on experience with SEO-driven web development in Dreamweaver has been invaluable for my understanding of how to create high-performing, search-optimized digital experiences.

```
<head>
<title>Lumilux - Advanced Biometric Skincare Device</title>
<meta name="description" content="Lumilux is the ultimate biometric skincare device that revolutionizes your skincare routine,
providing personalized analysis and targeted treatments for healthier, glowing skin.">
</head>
<table width="95%" border="0" cellpadding="5">
<tbody>
<tr>
<td width="25%"></td>
<td width="75%"><h1>LUMILUX</h1>
<h2>Elevate Your Skincare Routine with Advanced Biometric Technology</h2>
<h3>Unlock Your Skin's True Potential</h3>
<p>Discover the transformative power of Lumilux, the advanced biometric skincare device that analyzes your skin's unique
needs and delivers targeted treatments for a healthier, more radiant complexion.

Designed with cutting-edge technology, Lumilux provides personalized skincare routines that adapt to your skin's changing
requirements.</p>

<h2>PERSONALIZED SKINCARE AT YOUR FINGERTIPS</h2>
<p>• Analyze your skin's condition with precision</p>
<p>• Tailored treatments for specific skin concerns</p>

<h3>Experience the Future of Skincare</h3></td>
</tr>
</tbody>
</table>
```



LUMILUX

Elevate Your Skincare Routine with Advanced Biometric Technology

Unlock Your Skin's True Potential

Discover the transformative power of Lumilux, the advanced biometric skincare device that analyzes your skin's unique needs and delivers targeted treatments for a healthier, more radiant complexion. Designed with cutting-edge technology, Lumilux provides personalized skincare routines that adapt to your skin's changing requirements.

PERSONALIZED SKINCARE AT YOUR FINGERTIPS

- Analyze your skin's condition with precision
- Tailored treatments for specific skin concerns

Experience the Future of Skincare

Social Media Skills Showcase

Product Promotion Reel

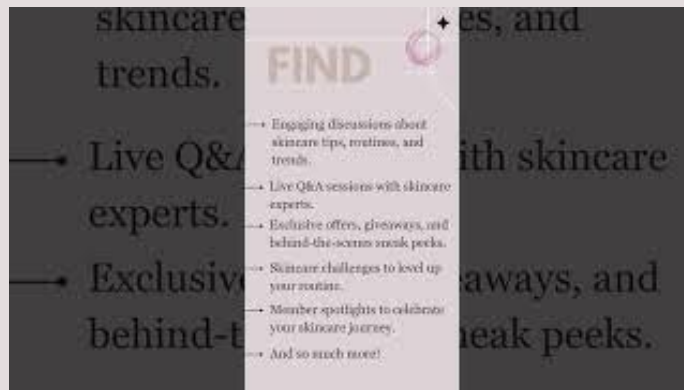
Foster Community Engagement

My Camera Rolls | Janice The Si

In today's digital landscape, effective social media presence is crucial for building brand awareness and engaging audiences. This section highlights my technical skills in capturing compelling photos and videos, editing content, and designing eye-catching visuals. By leveraging these skills, I aim to create impactful narratives that resonate with viewers and drive engagement across various platforms. Below, you'll find examples of my work that demonstrate my ability to blend creativity with technical expertise in social media marketing.



Product Promotion Reel



Foster Community Engagement



My Camera Rolls | Janice The Si

Promotional Video Mockup for Product Launch **LumiLux Device.mp4**

I also created an online promotional video mockup to support the product launch strategy.

The goal of this video was to generate excitement and interest around the new offering, showcasing its key features and benefits in an engaging, visually-compelling format.

For the video mockup, I utilized a combination of stock footage, and motion graphics to bring the product to life. Some of the key elements included:

- Informative demo sequences showcasing the product's functionality
- A dynamic soundtrack and professionally-recorded voiceover
- Clear call-to-action prompting viewers to visit the product page

By creating this promotional video mockup, I was able to further strengthen the overall go-to-market strategy and deliver a cohesive, multi-touchpoint customer experience.

Use LumiLux
to
elevate your
skin



lumlux

Conceptualized and Marketed a Original TV Property Lost in The Translation.mp4

As part of a school project, I took on the challenge of creating an original TV property from the ground up. This involved developing the synopsis, marketing plan, and a trailer to bring the concept to life. I came up with:

- The TV Property Concept
- Marketing Plan
- Activation Plan
- Trailer Creation

To bring the TV property to life, I produced a captivating trailer that showcased the key characters, storylines, and visual aesthetic. This trailer was crafted to effectively hook the target audience and leave them eager to see more.



We still hungry

UX/UI Design for Mobile Apps

Product Concept Design

This portfolio showcases my expertise in designing intuitive user interfaces for mobile applications. The key components include:

- Wireframing
- Created low-fidelity wireframes to explore information architecture and user flows.
- Prototyping
- Leveraged tools like Figma and Adobe XD to bring designs to life.
- High-Fidelity Mockups
- Design Systems
- Established reusable component libraries and design systems for scalability.
- Conducted user interviews, usability testing, and contextual inquiries.
- Synthesized insights to inform the design decision-making process.

Throughout this work, I honed my skills in user-centered design, visual design, interaction design, and design thinking. The end result was a series of mobile app interfaces that prioritized usability, aesthetics, and brand alignment.



User name

john.doe@mail.com

••••••••



[Forget Password](#)

[SIGN UP](#)

[HELP?](#)

[PRIVACY TERMS](#)

Getting In



Display ID

Instead of traditional ID documents, use your digital ID at the airport.

Manage ID



Vaccine Record

Add and manage your COVID vaccination info. Create a digital vaccine card

Manage Vaccinations



Home to Gate

Get location-based recommendations for when you should leave for the airport.

Start My Trip

Getting Around



Add Your Boarding Pass

Search for your flight



Scan Your Boarding Pass



Display Airport Map

Show you the way to your boarding gate or anywhere you would like to go.

Show Map



Restaurants Near You

Feeling Hungry? Check out the restaurants near you before you head to the gate.

Check Restaurants

Profile



Me

John Doe



General

Compress Photos...



Notifications

All



Privacy

Only me



Account

john.doe@mail.com



Help

Questions?



Getting In



Getting Around



Profile



Getting In



Getting Around



Profile



Getting In



Getting Around



Profile

Contact Me!

Zhoujiayue Si

sijanicezjy@gmail.com

Thank you for taking the time to review my portfolio. I hope that the examples I have provided have given you a sense of my skills, experience, and approach to marketing and fashion styling. If you are interested in seeing more of my work examples or discussing potential collaboration opportunities, please do not hesitate to contact me. I look forward to hearing from you soon.

