

# Ella Chen

Willing to relocate | 217-991-2758 | xingyic3@gmail.com | LinkedIn | Portfolio

## EDUCATION

### University of Illinois at Urbana-Champaign

Bachelor of Arts in Communication, Minor in Informatics, GPA: 3.98/4.0 (Dean's List)

Urbana, IL

Sep 2023 – May 2025

### University of Colorado Denver

Bachelor of Arts in Communication, GPA: 3.78/4.0 (Dean's List)

Denver, CO

Sep 2021 – Jul 2023

## WORK EXPERIENCE

### TechSage RERC

Marketing and Communication Intern

Urbana, IL

Sep 2024 – Present

- Optimized TechSage's website using **SEO and A/B testing**, increasing active users by **35.5%** and new users by **41%**.
- Managed and designed social media content (Facebook, Instagram, LinkedIn, X) via **Hootsuite** and **Canva**, boosting views by **51%**, reach by **73.2%**.
- Conducted interviews with researchers for the annual Newsletter and launched email marketing campaigns via **MailChimp**, increasing user engagement by **23.1%**.
- Analyzed website traffic using **Google Analytics and Hootsuite**, conducted competitive analysis, and supported **paid media management**.

### Community Data Clinic

Market Analyst and Research Assistant

Urbana, IL

Sep 2024 – Dec 2024

- Extracted data using **VLOOKUP (Excel)** and **SQL**, visualized insights in **Tableau** for **1,000+ Black-owned microbusinesses**, optimizing project workflow and improving decision-making efficiency.
- Conducted **competitive analysis and market research**, drafted actionable reports, and brainstormed innovative strategies.
- Developed podcast scripts and topics, edited episodes using **Adobe Audition**, increasing podcast traffic by **57.3%**.

### BlueFocus (Lenovo's 4A Agency)

Digital Marketing Intern, AI International Department

Beijing, China

May 2024 – Aug 2024

- Analyzed **large-scale datasets for 30+ projects** using **Excel and Python**, developing data-driven marketing strategies.
- Optimized **email marketing via HubSpot** and drafted outreach emails to establish collaborations with **Forbes, MakeUseOf, GizChina**.
- Designed social media content and case studies using **Figma and Canva**, increasing fan engagement by **34.2%**.
- Conducted **A/B testing on social media**, improving **ad performance by 12%** through click-through and engagement analysis.

### China Securities Co., Ltd

International Marketing Intern

Beijing, China

Jun 2023 – Aug 2023

- Utilized **Excel and Bloomberg Terminal** to analyze financial data and compile **30+ daily market briefs**.
- Reviewed **60+ AI-related reports** in the A-share market and documented bilingual insights using **Lark**.

### NetEase

Marketing and Media Operations Intern

Beijing, China

Jun 2022 – Aug 2022

- Created pictures and videos for **Musk tech features** using **Adobe Photoshop and Premiere**, increasing viewership by **30%**, with one video reaching **1.08 million views**.
- Monitored **media platform performance via TikTok Analytics**, developed data-driven strategies, and boosted traffic by **46.3%**.

## PROJECT EXPERIENCE

### The Adaptive Cognition and Interaction Design (ACTION) Lab

Research Assistant

Urbana, IL

Jan 2024 – May 2024

- Designed a **semi-structured interview**, interviewed **50+ users**, gathered **300+ actionable insights** to analyze user behavior.

### UIUC Campus Safety Mentor Program

Design Team Member

Urbana, IL

Sep 2023 – Dec 2023

- Designed a **mentor matching system from 0 to 1** using **Figma**, applying a user-centered approach. Created and distributed surveys on **Reddit**, analyzed data with **Google Analytics**, and improved **user flow through A/B testing**, increasing **form completion rate by 30%** and boosting **CTA conversion by 38.2%**.

## SKILLS

**Certifications:** Google Ads, Google Analytics, HubSpot SEO

**Digital Marketing Tools:** Meta Ads, SEMrush, Hootsuite, Buffer, HubSpot, Mailchimp, Adobe Creative Suite, VLOOKUP, Tableau, Google Analytics, SQL, Python

**Personal Interests:** Classical & Musical Theatre Singing (10 years), Chinese Dance (17 years), Scuba Diving (OW), Alpine Skiing