

Laura Lei

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PROFESSIONAL SUMMARY

Results-driven strategic marketing campaigns professional and MA Candidate with demonstrated strong communication and consistently successful in digital marketing and project management. Proficient in marketing analysis and multimedia production. Dedicate marketing and outreach skills to drive customer growth and community development.

SKILLS AND TOOLS

- **Proficient** with Mailchimp, Semrush, Hootsuite; Canva, Adobe Premiere, Photoshop; Salesforce, Power BI; Figma, Wix; Trello, Miro; Microsoft Office (Excel, Word, PowerPoint)
- **Market Analytics::** Google Analytics, Google Ads, Meta Ads, LinkedIn Ads; HTML, SQL
- **Visualization:** PowerBI, Tableau, Google Data Studio, EXCEL (Power Query), Matplotlib, Dreamweaver, Photoshop

WORKING EXPERIENCE

Love & Future Inc.

New York City, NY

Marketing Manager

08/2024-Present

- Raised \$3M in funding by organizing 3 in-person conferences with over 5,000 attendees, aligned with the UN 17 Sustainable Development Goals by drafting concept notes and agendas, coordinating co-organizers and speakers, and arranging logistics.
- Led 90% growth in overall traffic by implementing a data-driven marketing strategy, including platform-specific social media strategies, targeted advertising, on-page and off-page SEO optimization, and strategic media outreach.

United Nations

New York City, NY

Global Communication Intern

05/2024-11/2024

- Delivered over \$50M through the Green Climate Fund (GCF) to support low-emission and climate-resilient projects in developing nations. Presented at the UN Global Climate Action Summit to over 500 audience worldwide.
- Increased 50% email newsletter Click-Through Rate by leveraging email heat maps, optimizing Call-to-Action wording and placement, running A/B testing, and analyzing results with Mailchimp.
- Achieved 16M impressions with a 15% engagement rate by utilizing email newsletters, website, streaming media, and mainstream social media platforms (Instagram, LinkedIn, X) to promote sustainable development updates and the UN's mission, charters, and principles.

Office of Public Affairs & Communications, UC Santa Barbara

Santa Barbara, CA

Video & Multimedia Intern

07/2022 - 06/2023

- Achieved 7M impressions and over 100,000 likes across digital platforms through viral content campaigns, including carousel posts and bite-sized videos using Adobe Premiere Pro and Canva. Campaigns gained over 20,000 followers for the school's official social media platforms using social media calendar and User-Generated Content (UGC).
- Enhanced the university's brand visibility by driving a 30% increase in website traffic and search volume through targeted YouTube advertising campaigns using Google Ads.

EDUCATION

Columbia University | GPA:4.0

New York City, NY

Master of Arts, Communication and Education

05/2025

Relevant Courses: Interactive Media; Marketing Analysis; Virtual and Augmented Reality Learning; Data Science

University of California, Santa Barbara | GPA:3.93

Santa Barbara, CA

Bachelors of Arts, Communication

06/2023

INTEREST

- Interests: Taekwondo, oil painting, Piano, swimming, podcast, Guzheng
- Google Analytics Certification, Fundamentals of Digital Marketing Certification, SEO Principles by Semrush