

## LILY WU

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**OBJECTIVE:** A position that extends my creative design skills while leveraging my online marketing background.

**SUMMARY:**

- Freelance designer with over 4 years of experience in graphic/web for local artists & small business promotions
- Designed/created marketing emails for Pogo.com (a division of Electronic Arts)
- Provided image enhancement for Wells Fargo email campaigns
- Designed annual & semi-annual presentations for Magic Johnson Corporations
- Created banner ads & helped with online advertisement for Advent Software, Inc.
- Designed flash holiday eCards for Digital Impact, Inc.

### PROFESSIONAL EXPERIENCE:

#### **9/07-present: Marketing Manager – Pogo.com, EA, Redwood City, CA**

- Manage designers on creative development of email newsletters, revamp of email templates, multivariate test project & content optimization
- Design/create ad-hoc emails to optimize response rates & program conversions
- Spearhead RSS & widget program on implementation, process development & reporting
- Manage email marketing channel: include strategy & process development with both internal/external partners
- Manage marketing coordinator on daily execution with direct marketing

#### **12/05-9/07: Direct Marketing Specialist – Pogo.com, EA, Redwood City, CA**

- Design/create emails, landing pages, edit banners for business-to-consumer marketing campaigns
- Manage creative development with freelance designers on email newsletters
- Provide monthly campaign summaries on email & recommendation for creative optimization
- Manage international email localization & overhaul of all transactional emails

#### **12/04-11/05: Email Marketing Specialist – Advent Software, Inc., San Francisco, CA**

- Design/create marketing emails including newsletters & ad hoc campaigns
- Design marketing banners, CD insert art for internal promotion
- Manage daily email campaign process from end-to-end & provide recommendations for continuous improvements
- Provide email data analysis & quarterly performance reviews of email campaigns
- Manage relationships between internal teams and email agency

#### **12/03-12/04: Associate Account Manager – Digital Impact, Inc., San Mateo, CA**

- Manage account relationships with Global 2000 clients (e.g. Hewlett Packard, Verizon, Ameritrade & UbiSoft) to ensure flawless campaign execution
- Oversee daily production process & communicate overall program goals/objectives with internal teams
- Own project scheduling, quality testing, data monitoring & provide best practices to client on their campaigns

#### **04/02-12/03: Production Specialist – Digital Impact, Inc., San Mateo, CA**

- Integrate text and HTML emails incorporating DHTML, streaming audio, streaming video, and Flash where appropriate
- Manage email content flow with Global 2000 clients (e.g. Dell Small Business, Gap, Sony, Microsoft, Maybelline and HP Real Estate)
- Manage ongoing internal projects related to team morale
- Provide assistant in creating intranet site for internal production team
- Assist in managing a team that converts design files into functioning HTML pages

**EDUCATION:** *College of San Mateo: 2007* – Multimedia Design in Flash

*Electronic Arts University: 2006-2007 - Figure Drawing & Illustration*

*CCA University: 2004 - Introduction to Textile*

*UC Berkeley & SFSU Extension: 2000-2001*

Photoshop I & II, Illustrator I, Color Theory, 2D Design, Visual Strategies for Art and Design

*University of California, Santa Cruz, California: 1996-2000*

Major: Molecular and Cellular Developmental Biology

**ACCOMPLISHMENTS:**

*Electronic Arts: 2007*

Artwork accepted for EA art gallery

*Electronic Arts: 2007*

Action Award for 'Integrity'

*Nosh Magazine: 2004*

Artwork published

**TECHNICAL SKILLS:**

Adobe Photoshop / ImageReady, Illustrator, Flash, InDesign, Dreamweaver, GoLive, Homesite, Adobe Acrobat, Quark, SQL, HTML, XML, DHTML & proficient in all current MSFT Office tools & Mac and PC operating systems.

**References Available Upon Request**