

Xixin (Mera) Zhang

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WORK EXPERIENCE

Casa Branca

West Hollywood, CA, USA

Marketing Analyst Intern

Feb 2024 - Present

- Conducted segmentation analysis in Excel based on 500+ rows of sales data, segmenting customers based on 5+ demographics and purchasing behaviors, which optimized marketing and paid media strategies by calculating CTR and CPC, achieving a 20% increase in campaign reach
- Extracted 5+ paid campaign metrics to identify ad performance strengths and weaknesses, guiding budget reallocation for optimal efficiency, which enhanced customer interactions by 20% through precise performance adjustments, from 15% to 35%
- Segmented 1000+ rows of newsletter subscriber data for personalized marketing, implementing A/B testing on email templates using Klaviyo, enhancing customer engagement metrics by 12%, from 7% to 19%
- Analyzed 10+ website performance metrics, conducting competitor analysis in Excel with SUMIF function, which advocated for UX enhancements, and led UX strategy redesign with cross-functional teams, culminating in a 13% improvement in website conversion rates, from 7% to 20%
- Managed website content through Shopify, publishing 20+ blog posts to maintain brand consistency and relevancy, which contributed to the comprehensive content strategy that supported an uplift in user engagement and conversion metrics

IZEA

Los Angeles, CA, USA

SEO Intern

Sep 2023 - Dec 2023

- Analyzed search volumes and PR buzz, refining on-page SEO elements including title tags, meta descriptions, and URL structures, and resulted in elevating click-through rates by 15.8%, from 2.8% to 4.4% in 3 months
- Monitored website metrics using Google Analytics and SEMrush, managed content with WordPress and published 30+ blog posts, enhanced web presence and audience engagement through consistent, analytical content management in Excel
- Diagnosed and resolved technical SEO issues by analyzing 2000+ rows of crawl data, identifying and addressing broken links, and improving organic search performance by ensuring users and search engines access key pages effectively, which reduced bounce rate by 15%, from 38% to 23%
- Tracked daily organic search traffic with Google Search Console and Trends, identifying patterns and anomalies, which pinpointed opportunities for strategic improvements to SEO team, and enhanced 13.6% content views
- Conducted keyword research to discover topical opportunities for the IZEA blog, aligning with copywriters to craft SEO-friendly content, and identified high-potential keywords and performed quality assurance on blogs, ensuring content uniformity and maximizing SEO potential

Indigenous Media

Culver City, CA, USA

Digital Marketing Intern

May 2023 - Sep 2023

- Conducted a competitor analysis and researched social media trends to identify engaging content themes, implementing comprehensive marketing strategies across 3+ channels, and garnered 50K+ views and enhanced online presence
- Managed 5+ key social media platforms by implementing analytical approaches via Facebook Business Manager, which launched the Threads social media account with inventive content strategies, and achieved a 15.9% increase in overall reach
- Applied A/B testing using Facebook Business Manager to fine-tune Ad copy and creative elements for enhanced audience appeal, and boosted views by 15% on Facebook, optimizing promotional outreach and audience engagement

NeoReach - (Capstone Project)

Los Angeles, CA, USA

Digital Marketing & SEO Specialist

Jan 2023 - May 2023

- Led exhaustive SEO audits in SEMrush, targeting and rectifying NeoReach's web issues—page speed, mobile usability, and broken links, and decreased 17.4% bounce rates by enhancing site speed, resolving 404 errors, and improving mobile friendliness
- Executed backlink analysis using SEMrush and Ahrefs, driving a strategic outreach that netted 10+ high-caliber backlinks through guest posts and partnerships, which elevated search visibility, evidenced by an 8.6% uplift in SERP click-through rates
- Tracked and analyzed KPIs with Excel Vlookup and Pivot Table function, providing data-driven insights for company's weekly strategy optimizations, and enabled swift tactical shifts in content distribution and SEO
- Developed and implemented a robust content marketing plan across 3+ channels, informed by thorough keyword and audience analysis, and increased 13.7% audience engagement in social media followers

EDUCATION

University of Southern California

Los Angeles, CA, USA

Master of Science in Digital Social Media

Aug 2022 - May 2024

- Relevant Courses: Decision Making Using Marketing Analytics, Technologies for Interactive Marketing, Information Management: Analysis and Visualization, Website Strategies for Organizations

Beijing Technology and Business University

Beijing, China

Bachelor of Arts in Advertising

Sep 2017 - Jun 2021

- Honors: Excellent Graduate, First-class Scholarship (\$5000)

SKILLS

- Data Analytics: Google Analytics, Excel (SUMIF, Pivot Table, VLOOKUP), Tableau, SQL, RapidMiner
- SEO & SEM: Moz, SEMrush, Ahrefs, Screaming Frog, Search Ads 360, Google Ads, Google Search Console
- Website Design & Development: Wordpress, Shopify