Mera Zhang

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WORK EXPERIENCE

PACSUN (a U.S. fashion retail and e-commerce company)   Anaheim, CA, USA
Digital Marketing Coordinator, Paid Search   07/2024 – Present
- Managed budget allocation ($1M/month) across 50+ campaigns (Google, Microsoft, Apple), leveraging real-time performance metrics (ROAS, CPC, CTR) via Looker Studio to make weekly budget adjustments and apply seasonal strategies, achieving a 30% YoY increase in search-driven revenue during key holiday periods, from $260M to $340M
- Delivered weekly SEM and SEO reports detailing spend across platforms, top-performing category ROAS, technical SEO issues, and keyword opportunities; consistently provided actionable insights and recommendations, driving strategic improvements such as keyword refinement, campaign restructuring, and product naming enhancements
- Conducted biweekly search query analysis (SQRs), refined paid search campaigns by adding strategic keywords and negatives, optimizing keyword alignment with user queries, resulting in a significant improvement in click-through rate from 15% to 27%
- Enhanced SEM performance through competitor analysis using Adthena, while strategically applying sitelinks and responsive search ads (RSAs) tailored to promotions, substantially boosting search engagement and conversions
- Led keyword research via BrightEdge biweekly, identifying high-impact SEO opportunities; implemented differentiated footer content across website pages and categories, optimized internal linking strategies, significantly increasing site keyword count from approximately 60K to over 110K within the reporting period

Casa Branca (a luxury home furnishings and e-commerce company)   West Hollywood, CA, USA
Marketing Analyst Intern   02/2024 – 07/2024
- Built and maintained detailed marketing dashboards in Excel and Looker Studio, consolidating cross-channel campaign metrics (CTR, ROAS, clicks), and presented executive summaries highlighting budget pacing and growth areas, enabling strategic decisions that improved channel efficiency and campaign effectiveness
- Conducted customer segmentation analysis on 2K+ customer data records, utilizing Excel to cluster by demographics, purchasing behavior, and geographic distribution; insights refined targeted paid media strategies, leading to a 20% increase in campaign impressions from 15K to 25K
- Strategically reallocated $50K monthly budgets by pausing underperforming campaigns and prioritizing top-performing categories, resulting in an improved ROAS from $1.23 to $1.58
- Evaluated 10+ website performance metrics and conducted competitor benchmarking analyses using Excel (SUMIF, VLOOKUP), advocating for targeted UX enhancements and influencing a website redesign initiative, subsequently increasing overall site impressions by 13% through optimized user experience, from 65K to 74K

IZEA (an influencer marketing and content technology company)   Los Angeles, CA, USA
Content Marketing & SEO Intern   09/2023 – 12/2023
- 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 101%, from 12.8% to 25.7% in 3 months
- Diagnosed and resolved technical SEO issues by analyzing 2K+ rows of crawl data, identifying and addressing broken links, and improved organic search performance by ensuring users and search engines access key pages effectively, which reduced bounce rate by 38%, from 28.3% to 17.5%
- Monitored website metrics using GA4 and SEMrush, managing content with WordPress and published 30+ blog posts, enhanced web presence and audience engagement through consistent content management
- Conducted keyword research bi-weekly to identify high-potential topics for the IZEA blog, collaborated with copywriters to craft SEO-optimized content, and performed QA to ensure consistency and maximize search visibility

Indigenous Media (a digital and film content studio)   Culver City, CA, USA
Digital Marketing Intern, Paid Social   01/2023 – 05/2023
- Managed and optimized full-funnel paid social campaigns across Meta and TikTok, assisting with campaign setup, audience strategy, and creative testing, while dynamically allocating a $60K monthly budget based on performance data, boosting video view-through rate from 17.3% to 24.2%
- Built and refined audience segments by analyzing past campaign performance and engagement trends, and testing various lookalike seed sources using Meta Ads Manager and TikTok Ads Manager to drive high-intent traffic and increase click-through rate by 27%
- Led multivariate creative A/B testing across ad formats (video, carousel, static), copy and CTA language, while collaborating with production and influencer teams to iterate based on performance data, resulting in a 22% reduction in CPC from 1.27 to 0.89

EDUCATION

Master of Science in Digital Social Media, University of Southern California   05/2024
Bachelor of Arts in Advertising, Beijing Technology and Business University   06/2021

TECHNICAL SKILLS

- Performance Marketing: Google Ads, Microsoft Ads, Apple Search Ads, Search Ads 360, Google Merchant Center, Adthena, Meta Ads, TikTok Ads, LinkedIn Ads, DV360, The Trade Desk
- SEO & Website Optimization: Google Search Console, Screaming Frog, BrightEdge, SEMrush, Moz, Ahrefs
- Data Analytics & Visualization: GA4, Looker Studio, Tableau, SQL, Advanced Excel
- Marketing Automation & CRM: HubSpot, Salesforce, Klayviyo, Hootsuite
- Web Platforms & CMS: WordPress, Shopify, Webflow