

Richelle Sze

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Education

University of Southern California

Los Angeles, CA May 2022

Annenberg School for Communication and Journalism

Master of Science in Digital Social Media

- Academic Focus:

**Content Strategy, Website Development,
Integrated Marketing Communication,
Project Management, Data Analysis,
SEO, Market Research & Analysis**

Shih Hsin University

Taipei, Taiwan June 2016

Bachelor of Arts in Television Production /
Mass Communication

Academic Projects

Taipei Locals (<https://taipeilocals.com>)

Built a WordPress website that introduces Taipei's lifestyle to global audiences from a storytelling perspective. Interviewed local communities to create digital content and copywriting. Utilized SEO strategy to create content with related keywords

Coke with Coffee Marketing Proposal

Promoted a new product by developing an integrated marketing campaign based on market researches, sentiment analysis, surveys, interviews, etc.

Skills

Certifications

- edX Verified Certificate for Data Processing and Analysis with Excel
- Hootsuite Platform Certification
- Google Analytics Individual Qualification,
- Adobe Certified Associate (ACA)
Visual Design using Adobe Photoshop CC

Tools

- G Suite, WordPress, Basic HTML, Adobe Creative Suite, Premiere Pro, Microsoft Office, Tableau

Languages

- English, Mandarin, Cantonese

Work Experience

Social Media Manager

UChannel TV | May. 2019 - Present

Santa Clara, CA [Remote]

- Manages 7 YouTube channels, runs analyses to improve performance; increased subscribers by 33% in 2 months by utilizing multi-channel promotions
- Draws insights based on social media data and reports to multiple departments; collaborates with marketing and sales teams to optimize digital strategies and support with creative material
- Creates 100+ promotional content, including social graphics, short videos/trailers, and infographics, to market shows on social platforms and television broadcasting

Social Media Strategist, Video Editor

SOBEM US | Projects Duration: Dec. 2020 - Jan. 2022

Fremont, CA

- Managed multiple social platforms and online communities; monitored performance data, optimized marketing plans
- Targeted markets in North America and the APAC region; planned campaigns, created promotional content and boosted key pieces that reached 5k+ per post on Facebook; raised YouTube channel subscription rate and FB followers by 25%
- Conveyed cultural stories, wrote bilingual treatments/scripts; edited episodes and trailers for TV and online streaming

Project Coordinator

Creation TV (USA) | Jan. 2018 - May 2020

Milpitas, CA

- Managed production teams, digital assets, and collaborative partnerships; tracked plans and arranged schedules in different time zones
- Participated in idea generation and bilingual copywriting (English and Chinese); localized content to reach target communities
- Researched trends, keywords, and analyzed audience sentiments/habits to develop webpage content
- Compiled weekly data report and communicated with stakeholders; created briefs and guidebooks for internal communication and trainings

Content Producer

KTSF Channel 26 | May 2017 - Jan. 2019

San Francisco, CA

- Built online content strategies to promote shows; produced digital content and webpage using WordPress and HTML
- Maintained community relationship; conducted sentiment analysis, surveys, and engaged with locals to earn insights
- Organized production and a team of 5: planned schedule, managed workflow, developed training materials, and coordinated crews to ensure teams performed smoothly
- Ensured cross-platform content met deliverable deadlines