Justin Hsieh
DIGITAL MARKETING & WEB DESIGN

(408) 477-6741
justin@jaydigital.io
Davis, CA

For me, effective communication and collaboration are essential. My aim is to create impactful marketing strategies that generate a positive impact in leads, KPIs, and overall growth.

EXPERIENCE

Digital Marketing Manager - Khalma Skincare
Jan 2021 - Present

khalmaskincare.com

- **Ranked #2** in 'Skincare San Jose' (second only to Yelp).
- Improve user experience, traffic, SEO, and accessibility on clinic site & **Shopify** store.
- Design & Launch HTML/CSS **email marketing** campaigns and copy.
- **Optimized** website which directly contributed to a boost of **550 site sessions per month**.
- **Generate** up-to date content, treatment plans, and **effective communication** between the company & clients.
- Implement **SEO & SEM** changes which boosted organic leads by **60%+**.
- Enable **multilingual** content for increased accessibility and reach.
- Create and implement strategies for **PPC**, wrote **ad copy**, and regularly **exceed ROAS**.

Digital Marketing Manager - Hunger at Home
May 2023 - Contract

hungerathome.com

- **Fixed drop-off** rate in donation by optimizing checkout flow -> improved retention by over **130%.**
- **Oversee** administration of website - ensure up-to-date & user-friendly content and design.
- Develop and **execute digital marketing strategies** across various channels including **email and social media.**
- Regularly monitor **Google Analytics** for site vulnerability and errors.
- **Ensure** that projects deadlines are met and changes are effectively communicated.

Social Media Content Creator - Custom Runners
May 2019 - Jan 2021

@customrunners

- **Create** engaging videos, content, and thumbnails for **Youtube, TikTok, Instagram,** and **Facebook**
- **Manage** leads and inquiries on SM platforms
- **Track** engagement and implement relevant content strategies
- **Manage** consistent **brand design and reputability** across platforms
- **Manage** and run creator collabs, campaigns, giveaways, and discounts.
- **Reached 200,000+ impressions** on TikTok & 10,000 followers across SM platforms.

MY TOOLS

Wordpress • Shopify • HTML/CSS • Elementor • Javascript • PHP • Airtable • Figma • Notion • Adobe CS • Figjam • AI tools Salesforce • Github + m o r e

MY EDUCATION

CSU San Marcos - 2022

Google UX Certificate - 2022

Cupertino Highschool - 2020