

JUE ZOU LUTZ

2708 Tannery Ct, Orlando, FL 32817. 407-492-6572 zoujue@gmail.com

QUALIFICATIONS

- Experience in the development of online advertising campaigns, email marketing and article marketing.
- Experience in the development of public relations programs for multinational companies.
- In-depth market research and analysis.
- Development of strategic planning. Event planning and execution.
- Multi-tasking capabilities. Effective problem solver. Team player.
- Fluent in Chinese and English. Extensive experience in Chinese/English translation.
- U.S. Permanent Resident.

EXPERIENCE

One Cent City, Inc., Orlando, FL

Marketing Communications Manager, Jan 2010 – Apr 2010

- Developed integrated marketing communications strategies for a new penny auction website.
- Researched and developed in-depth situation analysis, competitor analysis and target audience analysis.
- Planned, executed and optimized Google Adwords online advertising strategies and campaigns.
- Developed and managed consumer email marketing campaigns to build customer relations. Created email newsletters and promotional material ad copies.
- Planned and executed article marketing strategies to increase website traffic. Developed article topics and coordinated with freelance writers to ensure articles to meet editorial guidelines.
- Developed and executed social media strategies, including updating Facebook and Twitter profile, identifying leads on Twitter, and providing customer service support.

Key Achievements: Developed relevant keywords and ad copies for Google Adwords and achieved a 3% click-through rate on average. Wrote great email subject lines and achieved a 20.4% open rate and 29.8% click-through rate.

Onyx Creative Group, Tallahassee, FL

Graduate Intern, Aug 2009 – Dec 2009

- Researched, interviewed employees and identified Onyx Group's business problems.
- Developed the strategic marketing plan and tactics to increase the company's brand awareness.
- Identified new business opportunities and developed Request for Proposals for Onyx Group.
- Planned and executed an event to raise funds for Start! Heart Walk, including collecting raffle item donations, coordinating with vendors and pitching media for coverages of the event.
- Developed and executed the social media strategies for Onyx Group, including the content management and the audience development for Twitter, Facebook and LinkedIn.

Kidd Group Public Relations, Tallahassee, FL

Public Relations Intern, Jun 2008 – July 2008

- Served the America for Gold, Kidd Group International brands.
- Conducted research for the international business development plan of Kidd Group.

- Planned brand strategies in collaboration with team members for the launch of a non-profit organization America for Gold.

Weber Shandwick Worldwide, Beijing, China

Public Relations Intern, The Consumer Team, Sep 2005 – Jun 2007

- Served the Zespri, Crest, Swatch, Kraft, Smirnoff, Lenor, and International Bulb Center brands.
- Conducted research for situation analysis, target audience analysis and media analysis.
- Planned press conferences and events in collaboration with team members.
- Translated and adapted press releases, media Q&A, and speeches from Chinese to English.
- Maintained strong media relations and pitched new media.
- Developed project reports, prepared press kits and related items for PR events.
- Coordinated with vendors and third parties to improve the overall quality of production.
- Provided media reception, cued TV crew and photographer, coordinated multimedia support for eight on-site events.

EDUCATION

Florida State University, Tallahassee, FL

M.A. in Integrated Marketing Communication, GPA 3.88, May 2009

Beijing Technology and Business University, Beijing, China

B.A. in Advertising, GPA 3.6, Jul 2006

SPECIAL SKILLS

Good Command of Microsoft Excel, Word, SPSS, Quantcast, Simmons, PRIZM, and SRDS.