



MARY YUEN

GRAPHIC / WEB DESIGN  
WEB DEVELOPMENT  
MARKETING

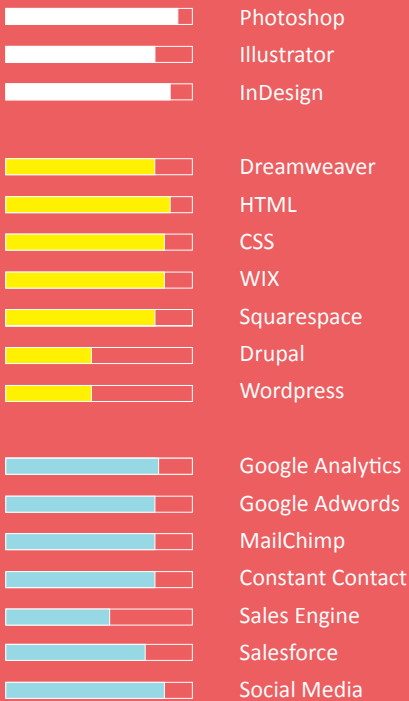


CONTACT INFO

EMAIL: myuendesign@gmail.com  
PHONE: (347) 399-9113  
WEB: www.mary-yuen.com



TECHNICAL SKILLS  
Proficient in Mac & PC platform



EDUCATION

NEW YORK CITY COLLEGE OF TECHNOLOGY

- Bachelor of Technology, January 2010
- Honored Cum Laude with GPA 3.3/4.0
- Dean's Honors List, Seek Honors Program



EXPERIENCE

Jul '16 - Present

Comtex News Network // Digital Marketing Manager

Lead and manage the marketing efforts for MySmarTrend.com (B2C) and Comtex.com (B2B). Development, implementation, tracking, and optimization of digital marketing campaigns across all digital channels. Accountable for SEO/SEM, PPC advertising campaigns, A/B testing, social media presence, email marketing, new product launch and landing pages. Grow brand awareness, generate subscription-based leads, drive engagement and drive sales conversions through effective digital marketing strategy.

Primary Responsibilities:

- Executing, optimizing, and managing web banner and text ad campaigns on various platforms (Google Adwords, Facebook & Twitter)
- Executing effective targeted email marketing campaigns (Sale Engine & Constant Contact) to drive new leads, consumer engagement & conversions including content creation, lead nurturing, automated cold email campaigns (BuzzBuilder), analytics and measurement
- Monitoring progress, measuring and reporting performance (Google Analytics) of all digital marketing campaigns as well as allocating media budget and resources amongst projects
- Managing client accounts and new opportunities using a CRM software (Salesforce)
- Managing and organizing numerous projects with a web-based project management application (dotproject)

Jun '09 - Jul '16

Comtex News Network // Graphic & Web Designer

Responsible for conceptualization and implementation of web, social and print design solutions that meet marketing strategies from concept to completion for MySmarTrend.com. Maintained a consistent brand identity across all marketing collateral materials and website.

Primary Responsibilities:

- Conceptualizing, designing, and producing marketing materials including product guides, direct mails, brochures, sales decks, and other visual materials using Adobe Creative Suite (Photoshop, Illustrator and Indesign)
- Designing and creating web properties to achieve high conversion rates for mysmartrend.com including landing pages, promotion banner ads, social media ads, icons, infographics, call to actions, and shopping cart options for multivariate testing
- Constructing and designing mockups for product user interface dashboards (SmarTrend Advanced, SmarTrend Professional and SmarTrend Advisor) and SmarTrend mobile app
- Building approved web page designs using Adobe Dreamweaver, HTML and CSS in a content management system (Drupal)
- Creating HTML marketing emails and newsletters including holiday promotions, market commentary, top news, brags and weekly recaps

Oct '07 - Jul '09

Bid Seps Co. Inc. // Pre-press Coordinator

Responsible for silhouet, photo retouch and color-correct wide variety of images. Arranged layouts for magazines and typesetting editorial contents. Created and organized files for pre-press.

Clients: Soho Publishing, Mavety Media, Dorchester Media, Nylon Magazine, Patricia Ann Publishing



## FREELANCE EXPERIENCE

**Jan '18 - Feb '18**

**Smith & Architects // [smithandarchitects.com](http://smithandarchitects.com)**

Created a website for a New York City-based architecture firm focused on residential, commercial and institutional projects.

**July '12 - March '18**

**Best & Company // [bestandcompanynyc.com](http://bestandcompanynyc.com)**

Conceptualized and executed company branding for a general contracting and construction management firm focused on high-end residential projects. Designed and created a website, business cards, monthly newsletters, catalogs, presentations, sales decks, project sheets, infographics, magazine ads, signage, banners, and all other marketing collateral using Adobe Creative Suite (Photoshop, Illustrator and Indesign) as well as setup social media (Twitter, Facebook, Pinterest, Instagram, and Houzz) and corporate blog as a new communications channel to build brand awareness.

**Oct '17 - Dec '17**

**The Initiative To Educate Afghan Women // [ieaw.org](http://ieaw.org)**

Designed and created a website, e-newsletter template, gate-fold newsletter brochures for a non-profit education and leadership development program working to create the next generation of women leaders in Afghanistan.

**May '16 - Aug '16**

**St. Jacobi Evangelical Lutheran Church // [stjacobibrooklyn.org](http://stjacobibrooklyn.org)**

Designed and created a website for a multicultural Congregation serving the English, Chinese and Spanish speaking communities of Brooklyn, New York.

**Jul '14 - Feb '16**

**The Mill Coffee House // [themillcoffeelic.com](http://themillcoffeelic.com)**

Conceptualized and executed company branding for an independent coffee shop. Designed and created a website and collateral materials including logo, business cards, promotional flyers, menu, loyalty card, food labels & tags, window decals, and custom rubber stamps using Adobe Creative Suite (Photoshop, Illustrator and Indesign). Designed and created promotional emails using an email marketing tool (MailChimp) including Try It Tuesdays introducing new baked goods or drinks, monthly promotions, and invitations.

**Jan '14 - Feb '14**

**Dishndat // [dishndat.me](http://dishndat.me)**

Embellished a personal food blog-style website (WordPress). Create web pages, add plug-ins and redesign web styles.

**Nov '13 - Feb '14**

**Bespoke Millwork // [bespokemillworknyc.com](http://bespokemillworknyc.com)**

Conceptualized and executed company branding for a millwork shop providing custom architectural woodwork. Designed and created a website, marketing materials and sales decks using Adobe Creative Suite (Photoshop, Illustrator and Indesign) as well as setup social media (Twitter, Facebook, Pinterest, Instagram, and Houzz) and corporate blog as a new communications channel to build brand awareness.

**Apr '11 - Jun '13**

**Tracie Martyn // [traciemartyn.com](http://traciemartyn.com)**

Redeveloping of website and incorporating aspects of SEO to increase organic web traffic for a celebrity facialist offers top rejuvenating and pure skin care products and treatments.

**Sep '12 - Feb '13**

**Wenz & Associates // [wenzchina.com](http://wenzchina.com)**

Designed a bilingual website for a professional consulting firm, specializing in shipping and aviation businesses.

**Oct '10 - May '12**

**Apptasy, LLC**

Designed and created splash screen and app icon for mobile usage, website layouts, styling website using CSS and convert print editorial to HTML files for Ipad and Android usage. Clients: Collier Institute of Privacy Equity, Collier Capital, SYMMYS

**Apr '10 - Dec '10**

**Time Inc. // [timeinlicensing.com](http://timeinlicensing.com)**

Led and managed the website process from design to development for Licensing and Syndication Department of an American worldwide mass media corporation. Designed website layouts and developed website with HTML, CSS, PHP and Javascript as a team.

