

ELISA (LISA) MA

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EDUCATION

The University of Texas at Austin Bachelor of Business Administration, Marketing May 2020
Educational Psychology Minor
3.95 GPA, Presidential Scholar, McCombs Scholar

EXPERIENCE

Wyze – *Product Marketing Manager Intern*; Kirkland, WA June 2020 – August 2020
A venture-funded tech startup making quality smart home devices accessible to everyone

- Led product launch for Wyze's first wireless video doorbells by determining messaging, creating product page wireframe, expanding retail partnerships, and leading creative direction by collaborating with product, web, and social teams
- Determined audience segmentation, positioning, and go-to-market plan for target audiences

Vrbo – *Partner Marketing Intern*; Austin, Texas June 2019 – August 2019
A global vacation rental home platform under Expedia Group

- Led a cross-functional team of 20 to create a five-part educational video series with a \$0 budget to teach vacation-home hosts how to be successful on the platform by managing timelines, driving clarity by leading meetings, and listening to stakeholders
- Presented video series before 3000+ employees at company-wide Monthly Product Review to solicit executive feedback
- Promoted video series by overseeing the production of email, web, and mobile experiences resulting in 15% CTR increase

OKDeal Travel – *Marketing Intern*; Shanghai, China May 2018 – July 2018
A travel agency focused on providing quality, low-cost tours across Asia for expats

- Redesigned weekly email newsletter based on customer feedback using Mad Mimi, increasing engagement rate 30% MoM
- Created social media posts for Facebook, Instagram, WeChat using Adobe Creative Cloud, increasing reach 300% MoM

ACADEMIC PROJECTS

MKT372, Strategic Product Management September 2018 – December 2018

- Developed and presented new product concept to stakeholders from Steelcase to improve student workspaces by identifying target audiences through situation analysis, identifying consumer needs by analyzing 20 interviews and 109 surveys, developing 3 concepts to address pain points, and testing concepts by analyzing 10 interviews and 48 surveys

LEADERSHIP EXPERIENCE AND ACTIVITIES

Texas Asian Business Students Association (ABSA)

Award-winning student organization focused on developing diverse and successful leaders
Special Events Director

September 2016 – May 2017

- Organized 2 biannual events serving 200+ guests with a team of three to strengthen the organization's culture by tracking an \$8k budget, managing event logistics, and driving clarity for roles and responsibilities between teammates using Excel
- Directed social media strategy to promote events by collaborating with creative team to accumulate over 3,000 engagements
- Oversaw biannual bake sale logistics, food preparation, and promotion by leading a team of 30+, generating \$1000+ in profit

Volunteering Director

September 2017 – May 2018

- Led organization's philanthropy to improve local community by partnering with nonprofits and 180+ volunteers through 15 events, raising over \$2,000+ for charities, planting 1,250+ tree saplings, distributing 500+ lbs of food to the needy, and more

ADDITIONAL INFORMATION

Computer Skills: Microsoft Office (Word, PowerPoint, Excel), Adobe Creative Suite (Photoshop, Illustrator), Canva, SPSS, R

Areas of Expertise: Cross-functional project management, content marketing, social media marketing, event marketing, data analysis, public speaking, writing and content creation, teamwork, consumer market research, marketing strategy

Interests: Calligraphy, dogs, philanthropy, fashion, graphic design, travel

Work Eligibility: Eligible to work in the U.S. with no restrictions