

# Le Jian (Jimmy) Liu

East Quogue, New York

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## EDUCATION

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### Fordham University, Gabelli School of Business.

Major Global Business, Concentration in Marketing & Consumer Insights & Info Systems

Lincoln Square, New York

Sep 2021 – May 2025

### Singapore Management University, Lee Kong Chian School of Business.

Major Global Business, Concentration in Information Systems.

Singapore

Jan 2024 – May 2024

## RELEVANT EXPERIENCE

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### Tony's Sushi Inc.

Marketing Lead

East Moriches, New York

Jan. 2024 – Present

- Led marketing initiatives at Tony's Sushi Inc. collaborating with professional photography crews and designing high-impact digital menu displays to elevate in-store branding and customer engagement
- Executed retention-focused campaigns across email and Instagram, optimizing promotional offers and audience targeting, contributing to a 12% increase in profit margins
- Built and managed multiple restaurant websites using Wix, integrating SevenRooms reservations and delivery partners including DoorDash, Uber Eats, and Grubhub, resulting in a 27% increase in site traffic

### Halos.gg

Co-Founder

East Quogue, New York

Feb. 2024 – Present

- Co-founded Halos.gg, a GPT (Get-Paid-To) rewards platform, leading development from concept to launch and scaling to 6,000+ registered users through product-led growth, strategic partnerships, and community-driven events
- Drove user acquisition and brand growth by partnering with YouTubers, online creators, and external communities, placing sponsored integrations across third-party platforms and groups, resulting in a 44% increase in users
- Oversaw platform operations and monetization, facilitating over \$26,000 in payouts to users, strengthening platform credibility trust, and long-term customer retention

### BLADE Air Mobility Inc.

Creative Marketing & Data Intern

Manhattan, New York

May. 2023 – Jan. 2024

- Collaborated with C-Suite executives to develop and execute data-driven marketing strategies, leveraging analytics to optimize campaign performance, ROI, and marketing spend efficiency
- Executed SEO initiatives including keyword research, content optimization, and technical audits, developing over 100+ pages to improve organic visibility and traffic
- Designed co-branded web pages for The Macallan and Mercedes-Benz partnerships, integrating their brands into BLADE's site for co-branded flight bookings, enhancing visibility and engagement by nearly 23%

### American Portfolios Financial Services

Business Development & Marketing Intern

Suffolk County, New York

Jul. 2022 – Sept. 2022

- Assisted with proposal preparation, pricing, and Salesforce management, resulting in a 10% increase in closed deals and generating an additional \$12,000 in revenue
- Audited all deals executed by our finance team, handling portfolios exceeding billions of dollars, ensuring 100% compliance with industry regulations and identifying opportunities for cost savings of up to 2%
- Leveraged departmental data to identify opportunities for process improvements, and created marketing mockups that streamlined operations within the business development department

## SKILLS & CERTIFICATIONS

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**Technical:** Excel Statistical/Analytical Packages, ANOVA, Hypothesis Testing, Figma, Google Ads, Maintenance Knowledge

**Certifications:** Google's Fundamentals of Digital Marketing, ANA Student, Real Estate License, Bloomberg Market Concepts

## LEADERSHIP AND EXTRACURRICULAR

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### WORLD T.E.A.M. Sports Face Of America

Fundraiser

Gettysburg, Pennsylvania

Sept. 2019 – Present

- Successfully Raised over \$10,000 for the Face of America Gettysburg event, supporting disabled veterans
- Completed a 511-mile bike ride to raise awareness and demonstrate commitment to the cause

### Marketing Club

Club Member

Lincoln Square, New York

Aug. 2021 – May 2025

- Collaborate on marketing projects, applying concepts to real-world initiatives and building teamwork skills
- Participate in workshops and discussions with industry leaders to stay current on marketing trends and opportunities