

JIMMY LIU

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PROFESSIONAL SUMMARY

Data-driven Growth Marketer and Entrepreneur experienced in optimizing marketing budgets, scaling user acquisition channels, and driving full-funnel retention. Combines corporate analytics experience (\$1.1M budget management) with hands-on startup execution (scaling a platform to 7,000+ users). Expert in conversion optimization, user lifecycle marketing, and data dashboards.

WORK EXPERIENCE

BLADE Urban Air Mobility

New York, NY

Marketing Growth and Data Analyst

May 2023 to January 2024

- Owned campaign reporting on a \$1.1M annual marketing budget reporting directly to the CMO, tracking CPM, CTR, and ROAS across paid social, email, and event channels.
- Improved marketing spend efficiency 18% by building budget pacing models, flagging underperforming ad sets, and reallocating spend based on performance metrics.
- Generated a 35% surge in organic traffic within 8 months by building and optimizing 400+ SEO landing pages in WordPress using custom templates, AI tooling, and internal linking.
- Engineered acquisition campaigns for 22,000+ high-net-worth attendees at the Monaco Grand Prix and US Open through co-branded campaigns with Mercedes-Benz, Rimowa, and Uber.

Halos.gg (Get-Paid-To Site)

Remote

Co-Founder

February 2024 to Present

- Scaled a digital rewards platform from 0 to 7,000+ registered users in 12 months as sole operator; integrated offerwall/survey APIs, automated payouts, and a 10% referral system.
- Grew user acquisition 18% quarter-over-quarter through organic content distribution on Reddit, TikTok, X, IG, and Discord plus strategic sponsored creator partnerships.
- Captured \$26,000+ in tracked payouts and cut 30-day churn by constructing onboarding and retention flows with A/B tested email sequences and targeted in-app prompts.
- Architected analytics dashboards tracking full-funnel performance, campaign ROI, and user retention cohorts to guide product mechanics and marketing decisions.

Red Door Steakhouse

Fort Lauderdale, FL

Marketing and Technology Lead

January 2025 to Present

- Lifted repeat-customer revenue 12% with automated email and social retargeting built on behavioral segmentation and A/B tested promotional offers.
- Accelerated web traffic 27% and boosted online conversions 19% by rebuilding the restaurant websites on Wix with SevenRooms, online ordering, and delivery integrations.
- Reached top-3 Google rankings for 8 target local search keywords by implementing a structured SEO overhaul, mobile site speed optimizations, and localized landing pages.
- Optimized multi-location operational efficiency 60% by deploying cloud-managed digital menu boards and POS-integrated promos to standardize corporate brand assets.

Advisor Group (Osaic)

Holbrook, NY

Business and Marketing Intern

July 2022 to September 2022

- Helped generate \$12,000 in pipeline through proposal support, proactive client outreach, and CRM lead prioritization across 3 independent advisor accounts.
- Built automated marketing reporting templates that cut manual reporting time 30%, delivering real-time visibility into weekly advisor production metrics.
- Migrated and cleaned 500+ advisor and client records within Salesforce, improving cross-team data accuracy and cutting administrative workflow time 14%.

EDUCATION

Fordham University, Gabelli School of Business

New York, NY

B.S. in Global Business | Marketing & Consumer Insights, Information Systems

Graduated May 2025

Dean's List | GPA: 3.42 | **Coursework:** Database Management, Digital Marketing Analytics, Consumer Behavior, Business Intelligence

Singapore Management University, Lee Kong Chian School of Business

Singapore

International Business and Marketing, Competitive Study Abroad Program

January 2024 to May 2024

Researched consumer behavior and market entry strategies across APAC, producing a 20-page competitive landscape report. Partnered with Wekaypo (MediaCorp youth brand) on a live marketing brief, delivering data-driven segmentation research and an omnichannel launch plan targeting over 2M Gen Z consumers in Singapore.

SKILLS & INTERESTS

Marketing: Meta Ads Manager, Google Ads, Klaviyo, Mailchimp, SEO/SEM, A/B Testing, Google Search Console, Canva, Figma, Photoshop, Illustrator

Analytics & Tech: Google Analytics, SQL, Python, Salesforce CRM, Microsoft Excel, PowerPoint, Asana

Interests: English (Native), Mandarin (Conversational) | Fishing, Travel, Football, Cooking, Basketball