

# PAUL LYU

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## Summary

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Digital marketing specialist with expertise in Data Analysis, Optimization, and Performance-driven Strategies. Proficient in Meta Ads Manager, SEMrush, Tableau, and Adobe Creative Suite, with a proven track record in executing high-impact campaigns, A/B testing, and content creation. Skilled at leveraging data insights to maximize ROI and engagement. Bilingual in English and Mandarin, with strong experience in event management and logistics coordination.

## Education

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### Northeastern University

*Master's Degree, Media Innovation and Data Communication*

Sep 2022 – May 2024

*Boston, MA*

### University of Utah

*Bachelor's Degree, Strategic Communication*

May 2019 – AUG 2022

*Salt Lake City, UT*

## Technical Skills

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**Marketing Tools:** Meta Ads Manager, Google Ads, Facebook Ads, LinkedIn Ads, SEMrush, Moz, Mailchimp, Hootsuite, HubSpot, CRM tools.

**Data Analysis Visualization:** Google Analytics, Tableau, Looker Studio, A/B Testing, Reporting Metrics.

**Design Tools:** Adobe Creative Suite (Photoshop, Premiere, After Effects), Canva, Figma.

**Languages:** HTML, CSS, JavaScript, Python.

**Fluent in English and Mandarin**

## Experience

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### Digital Marketing and Social Media Specialist

*Jeffrey Glassman Injury Lawyers*

Jun 2024 – Sep 2024

*Boston, MA*

- Strategized and executed comprehensive digital campaigns using Meta Ads, driving a 30 percent engagement rate increase, a 15 percent follower growth, and achieving 500,000+ ad reach.
- Designed visually compelling content (graphics, short videos) for platforms like Instagram and Facebook, ensuring brand consistency.
- Conducted A/B testing for ad copy and creative to optimize ROI.
- Managed event logistics and coordinated brand representation at key functions.

### Marketing and Communication Associate Intern

*AAC Technologies Holdings Inc. - Main suppliers of Apple Inc.*

May 2023 – Aug 2023

*Shenzhen, China*

- Implemented digital marketing strategies, leveraging paid social campaigns to improve engagement rates.
- Enhanced email marketing efforts via Mailchimp, achieving above-industry open and click-through rates.
- Analyzed campaign performance with Google Analytics, driving strategic optimizations.

### Marketing Assistant Intern

*University of Utah*

Aug 2021 – Apr 2022

*Salt Lake City, UT*

- Developed and distributed email newsletters, improving student awareness of campus initiatives.
- Created multimedia content, including videos and graphics, for Instagram and YouTube campaigns.

### Facebook/META Ad Strategist (Freelance)

*Self-Employed*

Sep 2024 – Present

*Remote*

- Designed and scaled B2C and B2B campaigns, improving client reach and reducing CPC by 20 percent through audience segmentation and A/B testing.
- Monitored campaign performance and presented actionable insights to stakeholders.
- Conducted research on ad trends and recommended adjustments to meet client goals.

## Project

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### Multimedia Marketing Campaign

*Four Plus One Digital Ad Campaigns*

Oct 2024

*Remote*

- Developed and managed a series of high-performing digital ad campaigns on Facebook and Instagram, achieving a 100,000+ reach in a single campaign and consistently reducing cost-per-click by 20 percent
- Leveraged A/B testing to optimize ad creatives, targeting, and placements, ensuring increased ROI.
- Analyzed campaign performance with Google Analytics, driving strategic optimizations.