Zhengyi (Jane) Li

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WORK EXPERIENCE

Adverve   New York, NY
Programmatic Ad-Ops Specialist   Jun 2024-Present

- Develop and execute data-driven programmatic media strategies with supervisors across DSPs, including The Trade Desk, Google DV360, and Meta, optimizing for performance and efficiency.
- Own and manage 40+ full-funnel programmatic campaigns, leveraging tactics such as geofence targeting, retargeting, prospecting, and contextual targeting, aligning with client objectives and exceeding KPIs by an average of 70%.
- Optimize campaign performance through A/B test, bid adjustments, audience retargeting, and inventory selection, improving cost-effectiveness and return on ad spend (ROAS).
- Translate complex campaign data into strategic insights, identifying key business drivers, and providing data-driven recommendations for targeting, segmentation, and budget efficiency
- Collaborate with cross-functional teams and present actionable programmatic proposals and performance insights directly to clients and media partners, serving as a trusted advisor on digital strategy.

TVB (USA) Inc.   Norwalk, CA
Marketing Coordinator   Feb 2023-Nov 2023

- Allocated 100+K paid media budget across multiple paid media channels, such as Google Ads and Facebook Ads, and performed tests (lookalike audience, PMAX, A/B tests, UAC, website) to optimize campaign performance
- Generated visuals creatives and copy for digital media campaigns (paid media, email, social media, OOH) and implemented campaigns to ensure reached target acquisition and retention goals
- Monitored and analyzed campaign performance through Google Analytics, providing consistent and executive insights for stakeholders to optimize media buying strategies
- Strategically executed advertising campaigns on Facebook and Google to optimize ROI based on segmented audience
- Increased impressions by 1559%, engagement by 1630%, and new followers by 2050% within one week by redefining social media strategies to align with competitive insights of the product

GalleryAll   Los Angeles, CA
Executive Assistant   Sept 2021-Feb 2023

- Strategically managed and crafted compelling, digital content across Instagram, Facebook, and curated gallery catalog, increasing engagement by 111%
- Collaborated with the international team across content, design, and PR to ensure seamless product launches and campaign performance
- Maintained engagement with a private community of 16K+ potential customers through in-person events and panels, fostering updated knowledge on the gallery basis and recent industry trends
- Defined and prioritized product features and highlights based on segmented audience and market trends, optimizing performance aligned with artists and stakeholders
- Analyzed campaign performance on Facebook and Instagram to ensure digital campaign optimization

SKILLS

- **Languages:** Mandarin & Cantonese Chinese, English
- **Technical Skills:** MS Excel, Adobe Creative Suite (Photoshop, InDesign, Illustrator), Canva, WordPress, Wix, Google Analytics, Google Ads, CRM
- **Social Media Management:** MailChimp, Hootsuite, Facebook Ads

EDUCATION

University of Southern California   Los Angeles, CA
Annenberg School of Communication & Journalism
M.S., Digital Social Media   Aug 2020-May 2022

Guangdong University of Technology   Guangzhou, China
B.A., Translation and Interpretation   Sept 2015-Jun 2019