

EMMA GAU



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emmagau.com



Hacienda Heights, CA, USA

SKILLS

SaaS
B2B, B2C
Graphic design
Mandarin Chinese
SEO

TOOLS

Google Analytics
HubSpot
CMS
JIRA
Confluence
Looker
Salesforce

EDUCATION

University of California, Santa Barbara

Bachelors, Physics

CERTIFICATIONS

Google

Fundamentals of Digital Marketing

Google Analytics IQ

Google Ads Measurement

HubSpot

Inbound

Content Marketing

Email Marketing

PROFESSIONAL EXPERIENCE

Mark43

June 2023 – September 2023

Product Marketing Intern

Remote

- Audited 8000+ contacts, removed 450+ invalid entries, and updated 600+ contact details in database. Added 870+ new contacts total, resulting in savings of ~\$179,095. Presented to senior leadership, received commendation from CEO.
- Developed marketing documentation on Confluence to empower marketing, growth, and sales teams. Notable pages include: a dynamic tracker of cyber-attacks across states and actionable insights from customer webinars.
- Conducted competitive analysis on competitors, formulated sales battlecards, equipping teams with targeted strategies and key selling points to address competition and customer objections.
- Conducted competitor research for Google Ads, pinpointing key differentiators. Shaped messaging and keyword strategies, resulting in the creation and launch of 5 high-performing Google Ads campaigns.

Freelance

June 2020 – present

Marketing Consultant

Remote

- Steered the marketing revamp for 30+ small businesses, refining messaging strategies and branding guidelines to uplift brand awareness, leading to an average increase of 20% in organic traffic and customer engagement.
- Designed and implemented 15+ websites, optimizing UI/UX and incorporating strategic content, resulting in a 25% uptick in lead conversions for clients.
- Curated 100+ blog and social media posts, bolstering online visibility, and achieving a consistent 15% growth in monthly followership across client channels.
- Managed cross-functional teams of up to 5 specialists, including SEO analysts, writers, and web developers, ensuring seamless project executions and hitting client KPIs with a 98% success rate.
- Leveraged feedback loops and insights from client interactions to enhance product offerings and communications, positioning businesses effectively in their respective markets and laying groundwork for sustained growth.

Ultra & Mint Mobile

April 2022 – July 2022

Product Manager Intern

Remote

- Executed market analysis on 14 market competitors, identified 12 gaps and opportunities within Value Added Services (VAS) and e-commerce offerings and presented data-driven recommendations at the executive level.
- Led user testing for web and mobile account management with 30+ customers, working closely with UI/UX teams. Presented results and recommendations, leading to 7+ product improvements.
- Coordinated cross-departmental collaboration to rollout Mint Family Plan, increasing total subscription revenue by 150%.
- Partnered with brand & creative teams to generate user personas.

MathWorks

September 2017 – May 2020

MATLAB (Product) Ambassador

Santa Barbara, CA

- Increased MATLAB software adoption by 30% through targeted promotional efforts and creation of posters, templates, and handouts.
- Pioneered the campus MATLAB community and grew it through strategic social media campaigns and engaging content creation; Organized social media campaigns to boost event attendance, garnering an average of 75 attendees per event.
- Trained over 200 students and faculty members on MATLAB's features and applications during workshops and training sessions, receiving consistent 5/5 ratings.
- Expanded product reach in assigned region through strategic expansion efforts, key account development, and collaboration with global ambassadors, sales, and customer success teams.