



# Britzy Cherng

## Content Creator

Dedicated Content Creator with 1 year of experience in developing engaging and innovative content for various digital platforms. Adept at collaborating with clients to create tailored content strategies, efficiently managing multiple projects, and staying current on industry trends. Driven by a strong creative vision and a passion for storytelling, consistently delivering compelling and audience-focused content to drive brand growth and engagement.

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1234 Desert Lane, Phoenix, AZ   
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### Education

**Bachelor of Arts in  
Communication and Media  
Studies at Arizona State  
University, Tempe, AZ**

Aug 2017 - May 2022

Relevant Coursework:  
Media Theory, Intercultural  
Communication, Digital Media  
Production, Public Relations,  
Advertising, Journalism, Media  
Law and Ethics, Social  
Media Marketing, Visual  
Communication, and Media  
Research Methods.

### Links

[linkedin.com/in/britzycherng](https://www.linkedin.com/in/britzycherng)

### Skills

Photoshop

Final Cut Pro

SEO Optimization

WordPress Management

Social Media Analytics

InDesign

HTML/CSS

### Employment History

#### Content Creator at Big Marlin Group, AZ

Feb 2023 - Present

- Developed and executed a successful content strategy for a major client, resulting in a 45% increase in website traffic and a 30% boost in online conversions within six months.
- Produced engaging and highly shareable multimedia content for social media platforms, contributing to a 25% growth in the company's overall social media following and a 35% increase in average post engagement within one year.
- Led the content creation team in the development of a high-impact marketing campaign for a new product launch, generating over \$500,000 in sales within the first three months and exceeding initial revenue projections by 20%.

#### Junior Content Creator at ON Advertising, AZ

Jul 2022 - Jan 2023

- Developed and executed a successful social media campaign for a major client, resulting in a 25% increase in engagement and a 15% increase in sales over a three-month period.
- Spearheaded the creation of an interactive infographic for a healthcare client, which garnered over 10,000 unique views and more than 500 shares on social media platforms within the first month of its release.
- Played a key role in the production of a video marketing campaign for a local non-profit organization, leading to a 35% increase in donations and a 20% growth in volunteer sign-ups during the campaign's run.

### Certificates

#### HubSpot Content Marketing Certification

Sep 2021

#### Adobe Creative Cloud Masterclass Certification

Jul 2020

### Memberships

Content Marketing Institute (CMI)

International Association of Business Communicators (IABC)