

Felicia Chen

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EXPERIENCE

Freelance Marketer & Writer, Self-Employed

Apr. 2023 – Present

Remote

- Helping tech startups and small businesses increase brand awareness and earn sales through content marketing and event marketing.

Head of Marketing, Mozart Data

Jul. 2021 – Jul. 2022

Remote

- Mentored and led a marketing team made up of growth marketing and content marketing.
- Created a product messaging and positioning framework that aligned the revenue org on how to sell and market.
- Overhauled the website's content and design to clearly communicate Mozart's value props, product features, and use-cases.
- Led a rebranding that took Mozart from looking like a seed-stage startup to a mature, trustworthy, and modern tech company.

Content Marketing Manager, Replicant

Feb. 2021 – Jul. 2021

Remote

- Led content marketing, owning everything from content strategy to distribution, and managed 2 freelance writers.
- Rewrote website copy, ensuring value props and differentiators were highlighted and pages were optimized for SEO.
- Created long-form and short-form content, including eBooks, blog posts, case studies, and social media posts.
- Increased organic LinkedIn impressions by 75% and organic followers by 12.5% in 3 months.

Content Marketing Manager, Snapdocs

Jan. 2019 – Feb. 2021

San Francisco, CA

- Led content marketing, which helped create over 50% of the 2020 pipeline.
- Launched the company blog and achieved 120% month-over-month growth in unique pageviews.
- Ran 2 webinars every month and owned the entire process, including writing scripts, sourcing and briefing speakers, and driving attendance.
- Wrote copy for email campaigns, landing pages, and search and display ads.
- Collaborated with designers, product marketing, demand gen, customer marketing, and sales to create content.

Community Manager, Snapdocs

Apr. 2016 – Jan. 2019

San Francisco, CA

- Managed the notary community by providing user support, creating automated onboarding programs, building operational processes, and working with product and engineering to roll out new features.
- Hosted monthly live online Q&As for groups of 100 to 140 new users.
- Designed a celebratory email that surprises and delights users, which achieved a 76% open rate.

Communications Assistant, Credit Karma

Sep. 2014 – Apr. 2016

San Francisco, CA

- Led the creation of 2 video series, which accumulated more than 730,000 views.
- Oversaw a short-term content strategy and plan, which increased impressions by 400% within 5 months.
- Created a style guide that guides in-house writers, freelancers, and content partners on brand voice and style.
- Acted as a temporary managing editor by managing the editorial process and 7 freelance writers.

SKILLS

- Software: Marketo, Salesforce, Hubspot, WordPress, Adobe Photoshop, Illustrator, and Premiere Pro.
- Social Media: LinkedIn, Instagram, TikTok, Facebook, Twitter, YouTube, and Pinterest.

EDUCATION

University of California, Berkeley

Aug. 2014

Bachelor of Arts, Media Studies

UC Education Abroad Program, University of Warwick

Sep. 2013 – Jun. 2014

Coursework: Film & Television Studies, Marketing