

# Evelyn Chou

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## EDUCATION

**National Chengchi University, Taipei, Taiwan**

Fall 2025 – Present

Master's in International Communication Studies (IMICS)

**W. P. Carey School of Business, Arizona State University, Tempe, AZ**

Summer 2024

Bachelor of Science, Marketing, Magna Cum Laude

- GPA: 3.79

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## PROFESSIONAL EXPERIENCE

**Digital Marketing Intern, Paxauris, Phoenix, AZ**

May 2025 – Present

Paxauris is a start-up company that manufactures and created the world's first Fluid Inflatable Earplugs.

- Developed and scaled social media presence, independently producing viral Instagram reels (800K+ and 500K+ views) and launching TikTok content reaching 200K views, driving over 1 million total views in a single month.
- Grew audience engagement by building an Instagram following of 3,000+, primarily through reels and targeted Meta ads, and expanding TikTok to 200+ followers.
- Generated measurable results in completing sales funnel, resulting in 2,500+ pre-sales, achieving the Kickstarter goal of \$150K+ within a month.
- Secured 1 confirmed influencer partnership and cultivated 5 additional influencer leads on Instagram.

**Philanthropy Marketing Intern, A New Leaf, Mesa, AZ**

October 2024 – May 2025

A non-profit organization that provides shelters, financial aid, education, and safety to those in need.

- Developed and executed Facebook posts for Riverboat Bingo (secondary brand), resulting in a 101.6% increase in organic engagement.
- Coordinated email marketing campaigns for program services (domestic abuse hotline, 24-hour emergency shelters) using Mailchimp, enhancing open and click-through rates by 1% and increasing customer bingo sales.
- Managed a content calendar utilizing Hootsuite, ensuring consistent posting schedules three times weekly increasing reach by 37.7% (October to January).
- Assisted in optimizing A New Leaf's website content for search engines by conducting keyword research, ensuring proper site crawlability, and implementing on-page SEO strategies.

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## LEADERSHIP EXPERIENCE

**Cannes Lions International Festival of Creativity 2024**

June 2024

Attendee

- Attended the biggest international creativity conference in Cannes, France for one week. Participated in expert-led seminars and workshops on cutting-edge advertising, branding, and creative strategy by companies like iHeartRadio, Reddit, and Pinterest.
- Recorded and produced event videos, editing and compiling footage into a dedicated website to showcase festival highlights (*website on portfolio*).
- Analyzed key brand campaigns and documented insights on a personal blog, highlighting actionable marketing strategies and creative approaches.

**American Marketing Association, Active Member, Arizona State University**

October 2023 – April 2024

Meeting Content Manager- Marketing Committee

- Partnered with the VP of Marketing to strategize social media initiatives, resulting in a .4% increase in Instagram followers and a 91.8% rise in engagement with followers and 55.8% with non-followers over three months.
- Produced short reels using CapCut of meeting events and interviews on Instagram, leading to a 152% in content interactions.
- Utilized Canva to design digital flyers and posts promoting club events on campus, resulting in an increase in event attendance and growth in overall club visibility within the student community.

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## SKILLS & ACTIVITIES

**Languages:** English, Chinese (Mandarin), Spanish (B1)

**Technical Skills:** Advanced Excel, Canva, SPSS, SEO, SQL, DaVinci Resolve, MS Office, Adobe Photoshop, Google Analytics, Hootsuite, CapCut, Adobe Pro Premiere, Mailchimp, R