Daisy Zhang

daisyzhang2001@gmail.com | LinkedIn

Experience

Marketing Contractor | Amprius Technologies | June 2025 - Present

- Design graphics and imagery within company story to promote conferences and events
- Utilize Photoshop and Illustrator to maintain, update, and upgrade graphics to modern standards
- Advise on brand imagery and copy to attract and acquire new clients/partners
- Prepare designs for mass print and showcase company values

Marketing Operations Coordinator | South 8 Technologies | Nov 2023 - Nov 2024

- Planned and executed events, coordinating logistics such as venue, AV needs and catering.
- Collaborated with internal teams and external vendors to manage event timelines, promotional materials, and onsite operations.
- Managed event contracts, registrations, invoicing, and post-event tasks, ensuring smooth execution and follow-up.
- Implemented and managed an effective CRM HubSpot system.
- Developed and maintained reports, dashboards, and performance metrics to track marketing effectiveness and support data-driven decision-making.
- Aided in multi-channel marketing strategies focusing on web, social media, and press releases calendars.

Design Internship | Replica Printing Services | March 2023 - May 2023

- Produce branded promotional deliverables
- Construct videos, pictures, and copy for multiple social platforms
- Absorb technical information about digital printing and signage design

Skills & Abilities

- **HubSpot Experience**: Proficient in utilizing HubSpot CRM interface and dashboard reporting.
- **Adobe Creative Cloud**: Experienced with Photoshop, Illustrator, and other print ready formats.
- **Wordpress & Elementor**: Maintained company website and media library for content updates
- **Microsoft Office & Google Suite**: Adept in both ecosystems and quick to adapt to programs.
- **Adaptability:** Maintaining productivity under changing conditions.
- **Communication:** Fostering understanding and collaboration across teams with tact.

Certifications

- Professional Certificate in Project Management from SDSU Global Campus | IN PROGRESS

Education

- Bachelor of Arts | Multimedia | San Diego State University | 2023