

Christina Guo

Growth Marketing

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October 2022 – Present | Associate Growth Marketing Director Bamboo (Client: Adobe), San Francisco, CA

- Own an annual budget of over \$100MM across Meta, Snapchat, TikTok, DV360 and Pinterest and collaborate with Mobile and Engagement & Retention teams.
- Guide a team of 25 on paid media strategic planning, QBRs, channel/market expansion and optimizations across three LOBs (Creative Cloud, Document Cloud and Adobe Stock)
- Work cross-functionally with in-house Studio team on creative production

July 2021 – October 2022 | Sr Growth Marketing Manager Bamboo (Client: Adobe, Prime Gaming), San Francisco, CA

- Owned an annual budget of over \$100MM across Meta, Snapchat, TikTok, and DV360
- Owned strategy, planning, implementation, reporting, optimizations, budget allocation across two Adobe LOBs (Creative Cloud & Document Cloud) and Prime Gaming
- Managed and worked alongside a team of 15 to identify growth opportunities and developed/managed annual roadmaps and quarterly initiatives/testing plans
- Built, monitored and proactively delivered weekly performance reports and analyzed with a focus on ARR & channel investment efficiency
- Worked closely with Adobe Data Analytics team on full-funnel reporting, cross-channel attribution, and identifiers of successful campaigns.

January 2019 – July 2021 | Sr Growth Marketing Manager Red Cube Production Inc. , Burlingame, CA

- Oversaw advertising, email marketing, social media, affiliate marketing, influencer, and PR with all clients.
- Led 8 crowdfunding projects from brand creation, advertising, to fulfillment with a total of \$5.3M funded on Kickstarter and Indiegogo.
- Conducted marketing research, created branding and product positioning strategy, planned multi-channel promotions, and executed advertising on Facebook, Google AdWords, TikTok, Criteo, and affiliate platforms for 24 clients in total.
- Created KPI-driven performance marketing campaigns for purchase conversion, lead generation, brand awareness, and traffic purposes.

September 2018 – January 2019 | Digital Marketing Manager Blok Party Inc., South San Francisco, CA

- Created and run lead generation and promotion campaigns through Facebook and Instagram ads; planned and wrote email campaigns on AWeber.
- Analyzed conversions and customer journey through Google Analytics, Facebook Pixel, Zapier, and ClickFunnels.
- Managed the pipeline of marketing creative from concept to delivery in both the U.S. and China markets.
- Designed posters, brochures, one-pagers, managed social media accounts, and edited YouTube Vlog videos.

Platform

7+ years in digital marketing

5+ years in media buying

4+ years in ecommerce

Facebook/Instagram

Snapchat

TikTok

YouTube/DV360

Pinterest

Google AdWords

Display Ads (Criteo)

Education

2017 – Boston University College of Communication, MA

M.S. Advertising

2015 – Johns Hopkins Carey Business School, MD

M.S. Marketing

Skills

Creative Skills: Adobe Photoshop, Illustrator; Final Cut Pro; Basic HTML, CSS, JavaScript;

Digital Marketing: Google Tag Manger, Google Merchant Center, Shopify, MailChimp, Klaviyo;

Reporting: Funnel.io, Google Analytics, Excel, Tableau