

Nina Hu

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EXPERIENCE

Staffbase

New York, NY

Marketing Coordinator

August 2023 - December 2024

- Supported marketing team's top-of-funnel events, webinars, and customer stories by planning organic social posts that resonate with the customer and launching Landing Pages through HubSpot
- Led the social campaign for VOICES, the biggest internal communication virtual event, producing 40+ social posts and designing branded assets. Achieved 121 registrations with an average engagement rate of 49.6% and 42.7k impressions
- Coordinated networking events for internal communicators, achieving a 60% attendance rate with 44 attendees and fostering meaningful professional connections through curated discussions and activities
- Boosted LinkedIn impressions by 5% quarter over quarter by analyzing audience insights and engagement metrics to identify the best-performing content type, format, and posting times
- Managed weekly newsletters for the Sales & Customer Success teams, boasting a 77% open rate & 4.8% CTR
- Collaborated closely with the brand marketing team to ensure Canva-designed materials aligned with company branding

Marketing Intern

February 2022 - August 2023

- Developed and executed weekly social media campaigns, designed visual assets and managed a monthly content calendar to drive engagement and attendance for webinars and events
- Utilized Hootsuite to schedule social media content, achieving a 91.7% engagement rate on LinkedIn and generating 5k clicks.
- Developed marketing email templates to promote LinkedIn Live webinars, resulting in 214 sign-ups
- Collaborated with the content marketing and design teams to strategize and execute a social media campaign for a global event, contributing to 409 attendees in New York City
- Moderated a dynamic Slack community of 2,000+ members across 44 countries, cultivating a collaborative and supportive environment for knowledge sharing and professional networking

Baruch College's Undergraduate Student Government

New York, NY

Vice Chair of Graphic Design

July 2022 - May 2023

- Directed graphic design strategy for Baruch USG's social media platforms, engaging over 8k followers
- Consistently developed and published engaging content that generated an average of 200+ likes within 24 hours, driving significant interaction and visibility across social media platforms
- Organized and designed an interactive Art Gallery event, attracting high attendance and receiving positive feedback

De Lu Studios

Minneapolis, MA (Remote)

Digital Marketing Associate

July 2022 - October 2022

- Partnered with two clients to design website layouts using Figma, contributing to the clients' successful brand relaunch
- Created social media and whitepaper assets for clients, ensuring design consistency and alignment with their brand guidelines

EDUCATION

Baruch College, Zicklin School of Business

New York, NY

Bachelor of Business Administration in Marketing Management

Minor in Graphic Communication

GPA: 3.8/4.0

Honors: Peter F. Vallone Scholar (Fall 2019- Spring 2023) – Merit-Based Scholarship • Dean's List: (Fall 2019 - Spring 2023)

CERTIFICATIONS

Hubspot Academy - Social Media Marketing (2022)

Hootsuite Platform Certification (2022)

LinkedIn Learning Learning [Digital Marketing Foundations • Google Universal Analytics Essential Training (2021)]

TECHNICAL SKILLS AND INTERESTS

Design: Canva, Figma, Procreate, Adobe Creative Suite (Photoshop, Illustrator, InDesign)

Platforms: Hootsuite, HubSpot, Salesforce, Looker Studio, Jira, LinkedIn Campaign, Sprinklr, Sprout, Microsoft Suite, Google Suite

Interests: Graphic Design Trends, AI, Illustration, Photography, Cooking, Nature Watching, Ceramics, Interior Design