

Natasha Tang

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An engaging self-starter fuses a multi-cultural background with a high level of professionalism to create content for high-profile clients and communities all over the world. Key qualities include excellent copywriting and meticulous attention to detail. Fluent in English, French and proficient in Mandarin and Spanish.

Social Media and Content Marketing Consultant

2016

Buzzfeed | Travel Video Content

- Edit videos to create a short inspirational travel video of 15,000 mile Central and South American road trip

Vitasoy | Social Media Marketing

- Spearhead month-long social media campaign to create brand awareness among target group
- Create original lifestyle content centered around soy milk and tea products and report on key metrics
- Manage content calendar that integrates important internal and external events

Cloutify | Influencer Marketing

- Develop editorial content centered around 129 influencers' social media presence and ensure all articles use relevant trending headlines and are optimized for search engines

Tastemade | Recipe Video Content

- Develop recipe content and host cooking videos that generate up to 8.1 million views per video

AMC's Canal Cocina/El Gourmet | Food Video Content

- Co-host the Los Angeles episode of Spanish food and travel show "Me Voy A Comer El Mundo"

Dreamfarm Australia | Product Photography

- Photograph and edit product pictures, keeping consistency with site and brand aesthetics

360i, Umbrella TV | Digital Marketing

- Currently working on social media campaigns and content creation projects for major brands

2010

LOS ANGELES

NEW YORK

Founder

Gojihub

- Founded an import and distribution business selling superfood goji berries online to individual consumers and established businesses throughout the United States
- Designed the website and packaging of the bags and marketed the product on multiple platforms
- Analyzed Google Analytics data to identify target markets and coordinate marketing campaigns

2015

Sales/Marketing Associate

Sotheby's International Realty

- Managed the business and clientele of a top producing Senior Broker in Manhattan resulting in over \$18.5 million in sales and over \$1.5 million in rentals in a year
- Marketed a diverse portfolio of listings in the \$1.5-\$10 million range in prime Downtown areas by developing ad, social and web content and proofreading all outbound marketing
- Executed contracts and disclosures for each deal

2012

Marketing Coordinator

Sotheby's International Realty

- Developed content for luxury listing ads in global print and online media outlets
- Managed social media accounts, creating and scheduling content according to media calendar



University of California Los Angeles

Marketing Certificate
Concentration: Social Media and Web Analytics

Los Angeles
May 2017



Boston University

Bachelor of Science in Communication
Concentration: Public Relations and Business Administration

Boston
May 2010

Skills

