

# LYMAN CHEN

## WORK EXPERIENCE

July 2020  
-  
Present

### Telchemy Inc., Alpharetta, GA *Digital Marketing Specialist*

- Utilize Adobe After Effects, Adobe Illustrator, and Adobe Premiere Pro to create motion graphics for explainer videos
- Collaborate with CEO and Creative Writer to build scripts for educational and promotional videos
- Simplifying technical terms and software jargon for Telchemy product presentations
- Coordinate with external voice actors to voice over explainer videos
- Utilize keywords and tags on videos for search engine optimization
- Assist in the maintenance of company product websites and landing pages to ensure high quality content
- Operate HTML, CSS, and Java for front-end website development

July 2019  
-  
Mar 2020

### WorldVia Travel Group, Roswell, GA *Inbound Marketing Coordinator*

- Managed digital content and assets for social media, websites, emails, videos, and landing pages across 5 different brands
- Oversaw studio producing programs, live broadcasting sessions, and maintenance of equipment
- Managed studio productions, training programs and promotional videos for Disney, Celebrity Cruises, and Holland America Cruise Line, etc.
- Coordinated with copywriters and designers who pitched content to further build the brands of our internal clients and stakeholder
- Edited and proofread blog posts, landing pages, and website content for search engine optimization
- Monitored Social Report and Google Analytics in order to analyze content performance
- Produced weekly newsletters communicating supplier's promotions, events, and internal system updates

### *Marketing Intern*

- Developed and executed content strategy to drive client demand
- Designed and implemented email campaigns for Travel Quest Network
- Utilized marketing software programs Hubspot and CVENT to optimize client experience
- Curated content for the WorldVia blog and social media to increase brand awareness

Jan 2019  
-  
May 2019

## ADDITIONAL EXPERIENCE





### Leemen Studios, Owner

January 2017 - Present

- Founded photography business with an aspiration of creating memories by capturing moments
- Promoted local businesses through photographic storytelling
- Collaborated with various local businesses to capture events and shoot weddings and engagements
- Utilized website developer, Wix, for portfolio customization and branding
- Created Instagram and Facebook accounts to expand engagement which resulted in over 1300 followers
- Marked my debut in the film industry conducting behind the scenes promotional photography for Bobby Huntley Films and Watertribe Production
- Managed paid ads across Facebook and Instagram to promote and advance my photography



## CONTACT

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## EDUCATION

### The University of Georgia

Athens, GA, December 2018

*Bachelors of Science in  
Consumer Economics,  
New Media Certificate*

## TOOLBOX

Adobe Creative Cloud  
Hubspot  
Google Analytics  
Social Report  
Wordpress  
Squarespace  
Wix  
HTML  
CSS

## SKILLS

Social Media Marketing  
Content Development  
Creative  
Fast Learner  
Time Management  
Team Player