

Jessica Lau

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Work Experience

Verizon Wireless

New York, NY

Content Strategist

May 2025 - present

- Lead content design for digital product experiences, developing scalable frameworks for voice, tone, and user interaction across customer journeys
- Partner with product, design, and engineering to shape end-to-end experiences, contributing to 10K+ new customer adopters
- Optimize web, mobile, and conversational experiences through iterative testing and performance analysis, increasing activation rates by 10%+
- Leverage behavioral data to refine content strategy and improve engagement and retention metrics
- Define content standards, accessibility guidelines, and reusable design system patterns for consistency at scale
- Establish trust & safety content principles across product surfaces
- Introduced structured QA reviews and content evaluation processes to improve consistency and quality

COOP

New York, NY

Captain

Jan 2026 - present

- Mentor peers on content strategy, structured problem-solving, and execution in a fast-paced environment
- Facilitate workshops and critiques, driving alignment on quality standards and experimentation practices
- Lead adoption of AI-assisted workflows, including prompt frameworks and scalable ideation systems
- Established repeatable processes for evaluating output quality and improving team performance

FEVER, SecretNYC

New York, NY

Content Manager

Jan 2025 – Apr 2025

- Managed and optimized content strategy for social platforms with 2M+ followers
- Analyzed performance data and iterated on formats to improve engagement and reach
- Collaborated cross-functionally to scale content production and distribution
- Applied testing frameworks and performance insights to continuously improve content quality

Meta

New York, NY

Content Specialist

Jun 2022 – Jul 2024

- Designed and optimized prompt frameworks for generative AI systems, improving output quality, relevance, and safety
- Conducted structured evaluations of model outputs, identifying failure patterns and driving improvements in content understanding
- Partnered with engineering, product, and data teams to test and refine AI systems, including edge case analysis
- Built and executed QA workflows for AI-generated and human content, ensuring consistency and policy compliance
- Developed evaluation guidelines and quality rubrics to standardize content assessment across use cases
- Leveraged performance data to assess model behavior and translate findings into actionable recommendations
- Contributed to Trust & Safety and GenAI policy development for responsible AI deployment
- Automated content evaluation and reporting workflows, improving efficiency and scalability
- Supported early-stage benchmarking and calibration efforts for AI-assisted evaluation systems

LA Fashion Magazine

New York, NY

Social Media Content Manager

Nov 2019 – Nov 2022

- Led multi-platform content strategy (TikTok, Instagram, YouTube) including short-form video, editorial, and campaign storytelling
- Created and optimized content using SEO and trend-based strategies, improving discoverability and shareability
- Produced social content and campaigns aligned with cultural trends across fashion, beauty, and lifestyle
- Used A/B testing and audience insights to drive 5–10% increases in engagement, awareness, and conversion
- Executed integrated campaigns across social, paid media, events, and digital platforms

DASOMI New York, NY

Social Media Manager

Oct 2018 – Feb 2020

- Created and published organic social content (TikTok, Instagram, YouTube) including video and visual storytelling
- Increased engagement by 3–5% monthly through trend-driven content and consistent publishing
- Managed brand voice and ensured consistency across all channels
- Collaborated with creative teams to develop campaigns and content concepts

Technical Skills and Certifications

Digital Marketing Certificate - Hubspot Academy, Content Marketing Certificate - Hubspot Academy, Google AI certificate

Projects:

Sweet Isla Bakery

Social Pod Manager

Dec 2025

- Led the Social pod for Sweet Isla Bakery, creating a social media strategy, optimizing content to improve organic traffic.