

JESSICA LAU

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EXPERIENCE

Verizon Wireless, New York, NY

May 2025 - Present

Content Strategist, Conversational and UX

- Lead and direct end-to-end content strategy across Verizon and Verizon Value ecosystems owning content restructuring, writing, AI Chatting bots, UX design, storytelling, onboarding flows, and trust & safety frameworks to shape intuitive first-time user experiences
- Manage the evaluation and refinement of AI-generated conversational responses, providing strategic guidance to improve emotional resonance, clarity, safety, and overall conversational quality across products.
- Building a platform from scratch while ensuring Content Strategy is consistent in voice, tone and construction across the Verizon Brands and thought leader to proactively identify and communicate learnings, best practices, platform trends and/or a necessary social point-of-view.
- Use Verizon's design system to ensure consistency, visual alignment, and accessibility within our ecosystem, and contribute thoughtful improvements where needed and building a platform from scratch to maintain increase in 5% customer retention
- Understanding of the behaviors, passions, fandoms, and trends, with a particular focus on how podcasts and audiobooks fans engage and monitor social listening to gauge sentiment, identify relevant themes and trends, track, analyze, and optimize social performance

Fever, SecretMediaNetwork, SecretNYC, New York, NY

Jan 2025 - April 2025

Content Manager, Social Media Marketing

- Conceptualized and created short form video content: long-form articles, social-first videos and case studies related to Fever's clients, brands and business units with Gen Z and Youth Audience in mind
- Collaborated and managed our social media channels of combined over 2 million followers with our Strategist team for a 360-degree perspective on Social Media
- Identified and distributed video content across nearly thousands of news articles to increase revenue
- Analyzed content performance across branded websites and developed strategies to optimize existing content via weekly metrics reports
- Built relationships with partners, customers, potential customers, industry professionals, and influencers

META, New York, NY

Jun 2022 - July 2024

Content Specialist

- Conducted deep content studies to understand and analyze trends, guiding content strategies, and informing product development.
- Monitored and reported content performance metrics and used data analytics and insights to identify areas of improvement and optimization of content, and content policy.
- Collaborated on projects such as the Teen, Trust & Safety guidelines, GenAI testing, as well as creating prompts for Add Yours
- Led viral content development, leveraging data analytics to predict trends and drive successful campaigns surrounding the Gen Z and Youth Audience, content moderation for Trust and Safety
- Collaborated on editorial guidelines that apply to content at scale, maintaining commitment to accuracy and consistency

THE LA FASHION MAGAZINE, New York, NY

Nov 2019 - Nov 2022

Global Marketing Manager

- Developed and executed content marketing strategy for social for Tiktok, Instagram, Shopify, and Google Ads and 360 campaigns for Times Square Billboards, Trade Shows, PR, Pop Up stores, TV Ads and Segments that aligns with the revenue goals and overall growth of company
- Worked with and directly managed multiple different brands on social (IG, Tiktok, Youtube, Twitter) as well as curating editorial and trending content as well as optimize content for SEO and social media, ensuring that content is discoverable and shareable while supporting overall marketing objectives
- Thrived on wanting to know why consumers act and feel the way they do, sharing gathered data analysis, and being known for A/B testing accurately predicting consumer behavior and reaction which led to 5-10% increase in awareness, conversion, and engagement.
- Used content creation and short form videos (Adobe Photoshop, Illustrator, Indesign, Figma) to storytell about brands, looking for cultural trends and moments across a diverse spectrum of topics (sports, music, beauty, skincare, travel)
- Assisted the planning, production, and execution of our live events with 300 to 10K in person attendees as well as webinars, with specific attention to the outstanding objectives of each initiative

DASOMI, New York, NY

Sept 2018 - Feb 2020

Social Media Manager

- Designed, wrote, and edited marketing campaigns and content that brings the brand to life giving more exposure while creating activation
- Ensured that our content consistently respects editorial style and tone guidelines, across all channels

- Conceptualized, executed, and scheduled content for organic social media channels including, but not limited to Tik Tok, Instagram, Threads, & Youtube which led to a 3-5% increase consistently monthly.
- Provided inspiring vision and leadership for your team to set priorities, scale for growth and elevate the team's overall impact and focused on building a collaborative effort between creative and art directors, copywriters, and stakeholders

EDUCATION

COOP Careers - Digital Marketing Fellow

Expected December 2025

Hunter College, CUNY

- Psychology, Bachelor of Art
- Media, Bachelor of Art

SKILLS AND CERTIFICATIONS

Certifications: Digital Marketing Certificate - Hubspot Academy, Content Marketing Certificate - Hubspot Academy, Google AI

Languages: Chinese (Cantonese) - Fluent, Chinese (Mandarin) - Conversational, Korean - Conversational

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.