

Joshua Tu

Digital Marketing Specialist

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Creative and collaborative Digital Marketing Specialist with attention to detail and a strong foundation in digital marketing, content creation, and social media strategy. Experience in data analysis for analytical marketing campaign development. Proficient in Mandarin and thrives in fast-paced environments where creativity and strategy meet. Ready to bring a strategic, data-driven mindset to a dynamic digital marketing role.

EDUCATION

Minot State University | Minot, ND **August 2020 – May 2025**
Bachelor of Science: Marketing & Management (*Magna Cum Laude*) **GPA: 3.87/4.0**
Minor: Data Science

Relevant Projects

Time for Action: Seattle Dataset Analysis | Data Analytics and Visualization **December 2024**

Collaborated with a team to analyze **100,000 Seattle Call-for-Service/Use of Force records** using Python and Microsoft Power BI, identifying disproportionate police use of force against Black individuals; recommended bias-awareness training and transparent incident tracking.

Marketing Plan Project for Minot Soccer Association | Marketing Strategy **April 2024**

Partnered with a marketing student to develop a cost-effective social media strategy for a local soccer association using free media tools, projecting a **30-35%** increase in brand awareness and a **10-20% boost** in league registrations. Defined content, execution, and performance evaluation metrics.

Brand Loyalty Between Apple and Android Users Research Project | Applied Research **December 2023**

Conducted exploratory quantitative research with a team on smartphone brand loyalty, analyzing survey data from **188 Minot State University students** using t-tests and ANOVA. Findings revealed several significant differences in loyalty metrics, including brand ecosystem engagement, price sensitivity, and repurchase intent.

EXPERIENCE

Part-Time Program Assistant - First Tee of Silicon Valley | San José, CA **November 2025 - Present**

Teaching golf, life values, etiquette, and technique to 15 junior participants in an 8-week season. Ensured volunteer coaches' understanding of lesson plans, reducing curriculum confusion by **50%**.

Digital Marketing Specialist – KeploreAI | Santa Clara, CA **December 2025 – January 2026**

Developed and executed high-impact copy (website, email, social), resulting in a **20% increase** in online engagement in a week. Captured and edited footage for product demo videos to improve clarity and ease of use for customers.

Student-Media Production Specialist – Minot State University (MiSU) | Minot, ND **August 2024 – May 2025**

Streamlined video pre-production and captured/edited high-quality footage using Final Cut Pro. Optimized content for MiSU's social media, achieving a 100% increase in view count.

Social Media Manager – MiSU Student-Athlete Advisory Committee | Minot, ND **February 2022 – May 2025**

Drove a 300% rise in likes and a 600% spike in engagement through engaging short-form video content. Streamlined communication between the MiSU athletic department and 17 sports teams, cutting scheduling conflicts by 25%.

EXPERTISE

Marketing & Content: Videography, Video Editing (Final Cut Pro, DaVinci Resolve, Motion), Photography, Content Creation, Graphic Design (Affinity, Canva), Media Management, Market Research

Software & Tech: Python (Jupyter, Colab), C++, Google Workspace, Microsoft Office 365, Logic Pro, AI Tools (Claude Code, Google Antigravity, Gemini, Manus AI, Ollama, OpenCode)

Soft Skills: Communication, Project Management, Team Leadership, Advanced Mandarin Proficiency, NCAA DII Golf

HONORS & AWARDS

- **Looyenga Leadership Development Program Recognition** – May 2025
- **Minot State University College of Business Academic Showcase, 3rd Place** – May 2025
- **Northern Sun Intercollegiate Conference Myles Brand Award** – January 2025
- **National College Athlete Honor Society Chi Alpha Sigma Member** – March 2023

References available upon request.