

BECKY LAU

SOCIAL MEDIA CONTENT CREATOR

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HIGHLIGHT OF QUALIFICATIONS

- 2+ years experience in marketing/social media support in food retail and nonprofit organizations
- Executing communications and community outreach strategies for educational programs
- Delegate multiple tasks for teams and meeting deadlines for private and public sector
- Proficient in Microsoft Office, virtual collaboration tools (Zoom), Social Media applications, Cloud Storage, Editing software, Adobe Creative Suite
- Highly organized, detail-oriented, able to collaborate and work independently

MARKETING EXPERIENCE

Marketing and Social Media Manager

2025 - Present

Tru Tea Shop, Pasadena, CA

- Utilized graphic design, photography, and videography to enhance increase local brand awareness and in-store traffic by 10%
- Support small business owner within food retail industry with marketing strategy developing professional content for Instagram
- Understanding of historical challenges of women business owners in the Asian community
- Helped network with adjacent businesses and developed a strong working relationship and provide day of support for special events

Content Creator

2025

Tivoli Audio, Boston, MA

- Collaborated on creative direction to present audio speaker effectively, maintaining a high level of detail and on-time deliverables
- Created original photo and video content showcasing product features and lifestyle use
- Independently developed short-form content for social media and digital marketing campaign

President

2023 - Present

Fundraising Committee, Thomas Edison Elementary School, Burbank, CA

- Supervise several successful non-profit campaigns raising over \$75K within school year
- Design print and digital marketing/ layout presentations and social media content for school and implementing community outreach strategies

- Liaison to communicate effectively with families and local businesses to fundraise for educational programs
- Artistic design experience in the Animation industry working in conjunction with producers and colleagues to create a seamless pipeline to meet studio deadlines while adhering to established style guide.

SKILLS

- Proficiency in following graphics and photo imaging software: Adobe Creative Suite - (Photoshop, Illustrator, InDesign, Acrobat), Canva
- Proficiency with video creation and editing software: Adobe Premiere Pro, Capcut, VN Video Editor, Instagram Edits
- Organization/ Application software: Microsoft Office - Word, Excel, Power Point, Google Slides, Cloud Storage (Dropbox, Drive, Box)
- Ability to create and adhere to high quality assets and style guides
- Photography, Video, and Social Media Marketing and Content Creation
- Project Management
- Leadership skills utilizing clear verbal and written communication
- Relationship building, ability to collaborate and with supervisors, peers and subordinates
- Detail oriented, solution driven, active learning, critical thinking

OTHER EXPERIENCE

Animation Painter

2006 - 2025

Warner Bros/ Cartoon Network, Burbank, CA

- Digitally paint backgrounds and graphics with Photoshop either establishing a style and color palette or adhering to a guide already predetermined.
- Worked in fast paced environment to ensure delivery of high quality deliverables to studios.
- Collaborate with Art Director and Producers. Shows included: Creature Commandos, Tiny Toons, Jellystone, The Batman, Ben 10, Regular Show

EDUCATION

Bachelor of Arts, University of California, San Diego, Major: Visual Art