

# MAY KO KO

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## Qualifications

### USER EXPERIENCE, DIGITAL MARKETING & COMMUNICATIONS SPECIALIST

#### CORE COMPETENCIES

Email Campaign Strategy & Management  
Social Media Marketing & Content Creation  
Data Analytics & Performance Tracking  
HTML, CSS, JavaScript  
CRM Systems & Email Platforms  
Segmentation & Personalization  
Photography & Video Content  
Digital Brand Development  
User-Centered Design

Creative professional with hands-on experience in web design, marketing, and content creation. Skilled in creating intuitive, user-friendly experiences and translating user insights into effective design solutions.

Able to steer the end-to-end design process and collaborate with multiple stakeholders to craft superior user experiences. Passionate about using technology to help people improve their daily lives. Background in advocacy and community outreach enhances ability to design with empathy and create fulfilling experiences.

**TECHNICAL SKILLS:** Adobe Creative Suite (Photoshop, InDesign, Illustrator, Acrobat), Canva, Wix, WordPress, HTML, CSS, JavaScript, MailChimp, HubSpot, ZenDesk, Office 365, Google Analytics

## PROFESSIONAL EXPERIENCE

**Made by May** | Manteca, CA

**UX, Digital Media, and Marketing Consultant** ▪ 2018–Present

Provide comprehensive digital marketing services with focus on email campaigns, social media strategy, and content creation. Notable projects:

- **Led redesign of website for meditation center, driving 86% increase in site visitors with 87% of those visitors signing up for the newsletter.** Key efforts:
  - Interviewed board members to gather requirements and align on vision. Created and presented mockup and mood board to guide design.
  - Designed information architecture and determined visual components of website. Collaborated with developers to translate design into functional code and ensure seamless user experience.
- **Managed social media strategy** across multiple platforms, creating consistent brand voice and engaging content calendars.
- **Designed and implemented website redesign projects** with focus on user experience, information architecture, and conversion optimization.

**Manteca Unified School District** | Manteca, CA

**Web and Media Communications Specialist** ▪ 2022–2023

Managed comprehensive digital communications strategy including email campaigns, website content, and social media management.

- **Increased email newsletter open rates from 25% to 60%** by implementing segmentation strategies, creating compelling subject lines, and adding clear calls to action.
- **Designed and executed promotional email campaigns** for district events and initiatives.
- **Created and managed content calendar** for multiple social media platforms, ensuring consistent messaging aligned with district goals.

- **Analyzed digital campaign performance** using analytics tools to refine strategies and improve engagement.

**Hanabi Judo** | Albany, CA

**Marketing Administrator and Design Consultant** ▪ 2019–2022

Directed comprehensive digital marketing strategy with focus on email campaigns, social media engagement, and website optimization.

- **Designed and implemented email marketing strategy** that contributed to 400% increase in class registration during COVID-19 pandemic.
- **Created segmented email campaigns** targeting different customer groups with personalized content.
- **Managed CRM integration** with website to improve user experience and streamline marketing efforts.
- **Developed and executed social media strategy** that attracted international participants from Asia, Europe, and South America.

**Kaiami Store** | Cupertino, CA

**Personal Assistant to CEO / Marketing Assistant** ▪ 2017–2019

Provided comprehensive administrative and marketing support to artist and CEO as the business expanded from pop-up shop to online retailer. Assisted in managing social media accounts. Liaised with convention staff, vendors, and clients.

- **Photographed products to be featured on business website and social media platforms.**
- **Collaborated on product design initiatives**, providing input on developing and launching new merchandise.

**Happy Tours and Travels** | Remote

**Digital Marketing Associate** ▪ 2016

Established digital presence for newly founded travel agency through targeted content creation and social media strategy.

- **Launched company's social media presence** across multiple platforms.
- **Created visual and written content** for digital marketing materials.
- **Developed email marketing templates** for promotional campaigns.

**Additional Experience in Education & Advocacy: Substitute Teacher**, Manteca USD (2023–Present)

**Youth Development Professional**, Boys & Girls Clubs of Manteca/Lathrop (2024–2025)

**Court Appointed Special Advocate**, Child Abuse Prevention Council of San Joaquin County (2022–2024)

**Chief of Staff and Instructor**, Tathagata Meditation Center (2013–2019) | **Organizer**, SEIU 2015 (2016–2017)

## EDUCATION & CREDENTIALS

**Professional Certificate in User Experience (UX) Design** – UC Berkeley Extension

Courses included Diagramming and Prototyping for UX, Visual Design Principles, User Research for UX, Information Architecture and Content Strategy, and User Interface (UI) Design. Major class projects included:

- **Visual Design:** Created marketing materials—brochure, event poster, and mock website—for new museum concept.

**UX Design Certification (In Progress)** – Cal Arts

**Bachelor of Arts (BA)**, Political Science – California Polytechnic State University

**Member:** UX Design Wizards of the SF Bay Area, Chi Delta Theta Sorority, Inc. Alumni Association

**Bilingual:** English and Burmese