

Job Application

Portfolio

Name: Tue Gia Lu (Tiffany Lu)

Email: tiffanylu215@gmail.com

Linkedin: <https://www.linkedin.com/in/tue-tiffany-lu-1045ba193/>

Address: 9702 Skylark Blvd, Garden Grove, CA 92841

Phone number: (562) 241 4092

1. Marketing Coordinator, Website Depot Inc., Los Angeles, CA

1/21 - present

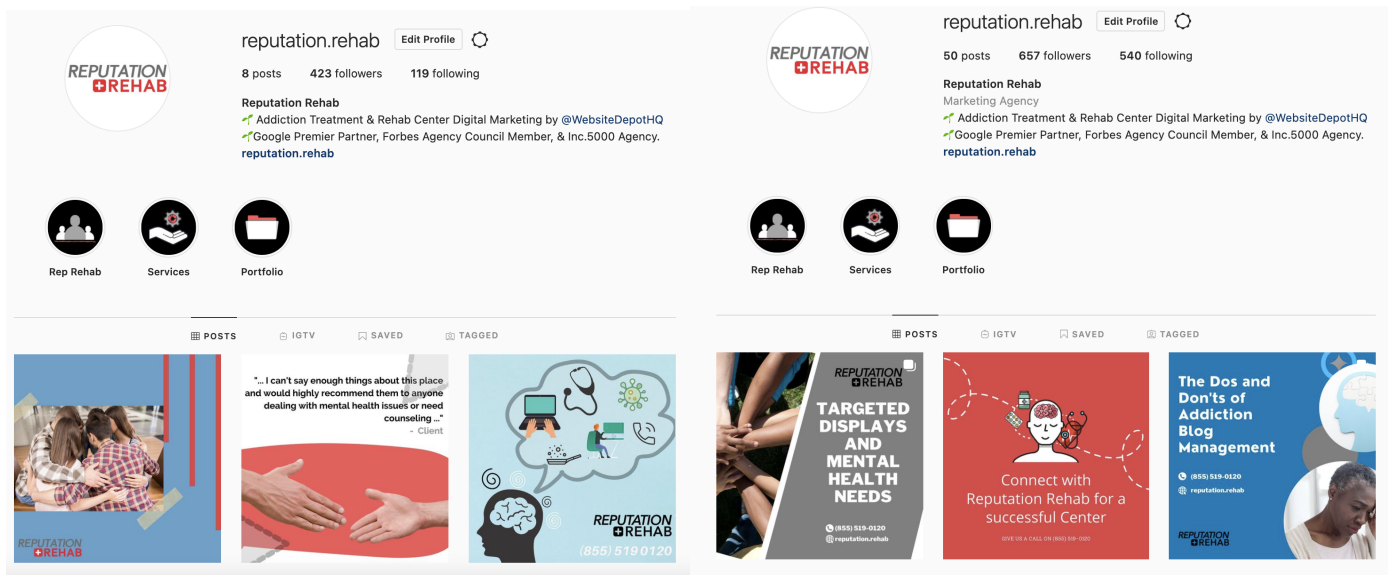
Creating and monitoring social media advertising and performance for paid social ad platforms: Facebook, Instagram, Pinterest, etc. Working closely with the Social Media Team to oversee weekly tasks of entering databases for rehab facilities, optimizing Web 2.0 properties, and controlling footprints. Utilizing digital marketing tools such as Google Ads, CRM, SEMRush reports, and more to manage performance.

Social Media Content and Performance Management

- Creating and posting engaging content for Reputation Rehab, which is a digital marketing agency that aims to build online presence for rehabilitation, therapists, mental health practices, and more, that aims at attracting potential rehab facilities.
- Growing IG performance. engagement, followers for Reputation Rehab.

Before

After



Social Content Development

- Developing and designing content on social media, particularly Instagram, that sets a feed/ theme and informs potential therapists, therapies, mental health facilities, etc.



#3 Be prepared to INVEST



The Agency's Marketing Part

Although you might think, personal marketing can get done. Chances are, you might be spending more money than you'd want too without any leads.

Rehab Marketing has evolved and having the proper marketing team will have you saving more lives & money.



<https://www.instagram.com/reputation.rehab/>

Addiction Blog Management

- Writing and analyzing SEO for blogs that aim at promoting Reputation Rehab's rehab marketing services (e.g. targeted display, content development, SEO, etc.) and targeting therapists, therapies, mental health practices.
- <https://reputation.rehab/how-to-develop-content-that-improves-your-mental-health/>

Edit Post
Add New

How to Develop Content that Improves your Mental Health?

Permalink: <https://reputation.rehab/how-to-develop-c...ur-mental-health/> Edit

Add Media
Add Form

Paragraph
B I
Wordpress Shuttle Shortcodes

Scientists have suggested that the longer your brain holds on to a negative event, no matter how minor, the more likely you'll be to dismiss positive experiences—which could have a long-term impact on your mental health. Although you may don't have the power to change most events, you have full control over how to perceive and react to them. Life is all about perspectives, so, choose happiness and peace and reflect those when you **develop content!**

Develop Content that Inspire and Uplift You

How you feel about yourself can be reflected in the environment around you! Mental health facilities should craft content that educates, empowers, informs, and inspires those who see it. A successful piece of content initiates actions! To do this, ask yourself 3 questions:

- What action do you want people to take after reading your content?
- Which piece of past content inspired the highest number of these actions?
- What elements of this content do you think contributed to its success?

When your prospective patients read content that addresses those questions, they are more likely to then reach out to your facility. Whether it is for their recovery journey or for someone they care about, you have successfully initiated

Publish
Preview Changes

Status: Published Edit

Visibility: Public Edit

Published on: Mar 31, 2021 at 09:00 Edit

Duplicate This

Readability: Good

SEO: Good

Move to Trash
Update

Categories

All Categories Most Used

☒ Content Development
☐ Addiction Blog Management
☐ Advertising
☐ Branding and Online Reputation Management
☐ Case Studies
☐ Consulting and Other Services

Yoast SEO

SEO
Readability
Schema
Social

Focus keyphrase
develop content
Get related keyphrases

Google preview

Preview as:
Mobile result Desktop result

reputation.rehab > how-to-develop-content-that-improv...
develop content | Content Development | Reputation Rehab
Mar 31, 2021 · Develop Content that Inspire and Uplift You. You want your content to be a resource, more specifically an unimpeachable source of information, uplift, ...

SEO title
develop content | Content Development | Reputation Rehab

Slug
how-to-develop-content-that-improves-your-mental-health

Meta description
Develop Content that Inspire and Uplift You. You want your content to be a resource, more specifically an unimpeachable source of information, uplift, and education, someone with integrity that can be trusted.

SEO analysis
develop content

- Ensuring that the chosen keywords are within topic and included in the content, titles, SEO elements, and more so that the blogs are ranked high.
- Linking keywords to content pages, social media posts, and related content to increase relevancy and boost rankings.
- Setting a schedule to post blogs so that it is consistent and Google penalties are avoided. As a result, ranking is higher and content is more likely to appear as top searches (first page of search engine).
- Creating high-quality content (e.g. topic-focused, keyword-driven, appropriate amount, backlinking included, etc.) to increase rankings so that content appears as one of the top searches for focused customers, which are therapists and mental health facilities.

2. Online Marketing Support Intern, Website Depot Inc., Los Angeles, CA

6/20 - 1/21

Collaborated with teams to adjust content and post strategies as necessary. Oversaw and executed all Website Depot blog content including photography, editing, copywriting, and posting. Plugged into all social media outlets (social sharing) Twitter, Pinterest, Facebook, Instagram, etc.

Web 2.0 for Clients

- Created Web 2.0s that focus on the assigned keywords to boost engagement and SEO analysis.
- Designed aesthetics for Web 2.0 to make them more eye-catching in order to boost clicks.
- <https://injuryattorneynyc.wixsite.com/main> - Web 2.0 for rmfwlaw (Client - rmfwlaw.com)



Web 2.0 for John Soria to rank specific keywords - John Soria Chino Hills

- <https://boatcaptionjohnsoria.wixsite.com/main> (keyword: Captain John Soria Chino Hills Boat Captain)
- <https://petloverjohnsoria.wixsite.com/main> (keyword: John Soria Chino Hills Pet Lover)

Social Media Content

Urban Oasis - October Posts

1. Where can I fill 5-gallon water jugs in Los Angeles?



At Urban Oasis, we prioritize protecting the environment and recycling 🌍! That is why you can fill your [5-gallon water jugs](#) from us. We have vending machines available 24 hours a day, seven days a week, so you can get water when you want it with ease. Stay hydrated with us 💧 !

For more pure water, call us at (213) 427 0320.

[#water](#) [#urbanoasis](#) [#waterfiltration](#) [#service](#)

2. New Location: Gardena

We are expanding our business to Gardena!

CS of MD West - Oct Posts

1. Corvette Dash Cluster Restoration



Freshly restored 1967 Corvette rare speed warning equipped dash cluster

From 1963-1967 dash clusters to 1969 and later versions, we restore all of the gauges. So please send the individual instruments to us. See pricing for speedometers, tachometers, and gauges. However, we do not restore the painted housings!

For more information, please fill in this form and we'll get back to you as soon as possible.

<https://www.csomdwest.com/restoration-order-form/>

#corvettes #csomdwest #carparts #corvetteparts #corvettepartsfor sale #corvetterestoration #corvetterestorationservice

2. Corvette Headlight Motor Repair



3. Social Media Intern at Vida Therapy, Studio City, CA

5/20 - 7/20

Created content on Instagram for community outreach in regards to mental health services. Documented administrative records. Created aesthetics for corporate documents. Aided clinicians in providing adequate services with resources. Created and implemented systems to aid with office procedures.

Tiffany

11. Image: Paranoica/a (word)

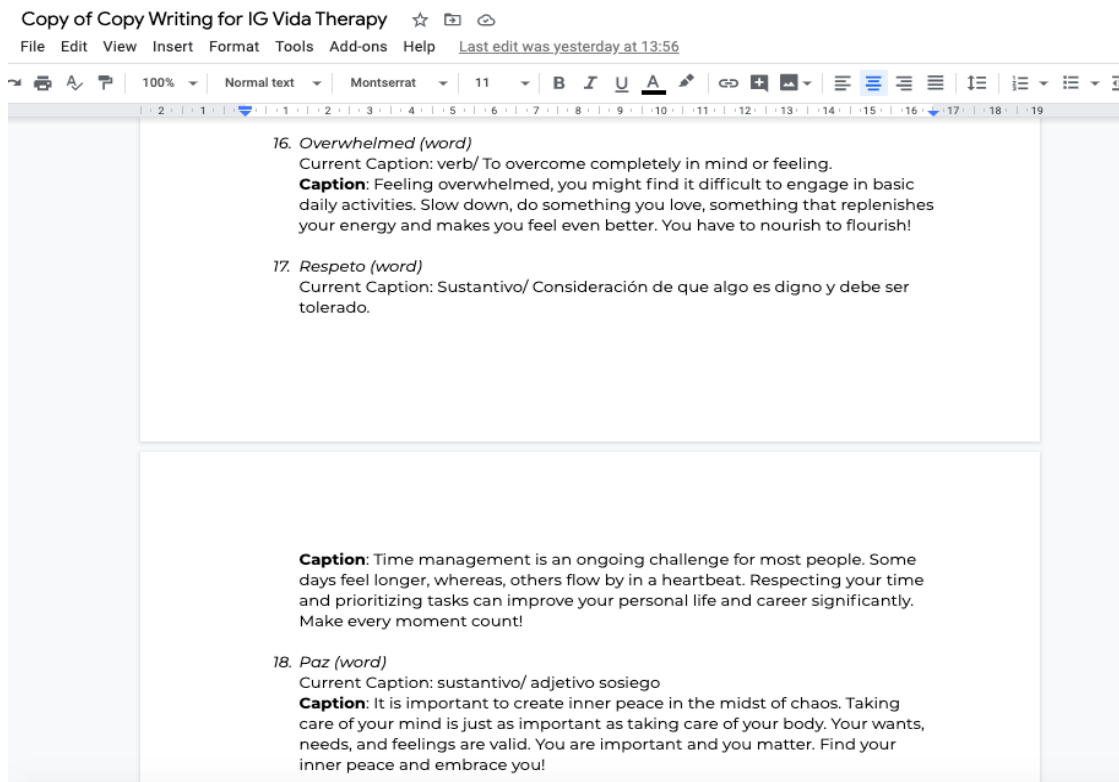
Current Caption: *adjetivo (m/f) que sofre paranoia*

Caption: Approaching life with an open mind is essential for your mental health. Finding the right balance between paranoia and self-awareness helps you explore every possibility of a situation with total clarity. Being paranoid is both a blessing and a curse. You have the power to delve into every avenue of a situation and come out on the other end with a well-rounded perspective. However, paranoia is accompanied by fear and panic as your mind races through all the possibilities. Therefore, it is important to find the sweet spot between paranoia and self-awareness to take care of your mental health.

12. Image: More Heart Than Head. (quote)

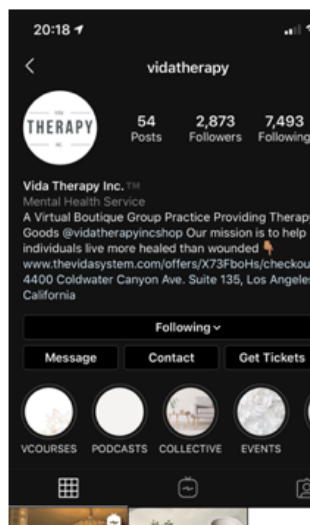
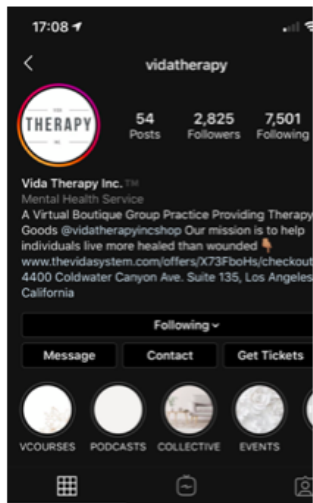
Current Caption:

Caption: Are you a Head or a Heart person? The battle between a kind heart and a good head is ongoing throughout your life. It is you who have the power to choose between thinking with logic or kindness. However, please remember that your heart is worth more than your head. Choose your heart!



Before Internship

After Internship (present)



**4. Assistant Account Executive Intern, Saigon Exhibition Convention and Center, Vietnam
6/17-present**

Worked as an international part-time intern for 3 months during every summer break consecutively for 2 years.



Aimed to increase press level by 2% by initiating communication with 90+ clients through emails to confirm specific events and appearances for the solar power exhibition convention and center. Planned exhibition events to recruit new potential media corporations to promote the panels which increased market audience size.

Preparing for the exhibition by informing and engaging with customers with the schedule and programs of the Solar Power Exhibition Event in 2017.



The Solar Power Exhibition event in 2017