

# Jingyi (Luna) Peng

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## Professional Summary

Growth-oriented marketer with hands-on experience in paid acquisition, funnel building, and conversion optimization. Skilled in translating performance data into actionable insights to drive user acquisition, activation, and campaign efficiency.

## Professional Experience

**Branding Manager (Growth Marketing & Paid Acquisition), Shall See Theater** Sep 2025 – Now

- Executed digital go-to-market strategy, driving audience acquisition and engagement for an off-off-Broadway production targeting niche NYC audiences
- Increased short-form video impressions by 6–7× (to 7,000+) through iterative content testing and cross-platform distribution
- Managed and optimized multi-channel campaigns (Instagram, Xiaohongshu), analyzing engagement and performance metrics to improve reach efficiency
- Conducted audience segmentation and behavioral analysis to refine targeting and messaging strategy
- Launched and optimized paid acquisition campaigns (Meta Ads), using performance data (CTR, engagement) to refine creative and audience targeting
- Analyzed funnel performance to identify drop-offs and friction points, adjusting messaging and distribution strategy to improve user activation and engagement
- Translated performance data into repeatable optimization frameworks for content and audience targeting
- Coordinated production and delivery of marketing assets, aligning creative output with performance insights and channel requirements

## Project Experience

**Paid Acquisition Experiment — Job Match Tool**

- Executed a \$70 paid campaign generating 7,000+ impressions and 346 clicks (2.16% CTR), validating initial demand for the value proposition
- Built and launched an end-to-end acquisition funnel (Meta Ads → landing page → form → conversion)
- Implemented tracking infrastructure using GA4 and Meta Pixel to monitor user behavior across funnel stages
- Analyzed funnel performance to identify drop-offs and friction points, improving user activation and engagement through messaging and distribution adjustments
- Identified trust friction (resume upload) as a key barrier to user activation and improved onboarding flow through iteration on messaging and CTA structure
- Improved campaign efficiency through iterative testing of messaging and audience segmentation
- Demonstrated how trust and perceived friction impact user conversion and activation behavior
- Documented insights to inform future user acquisition and onboarding optimization

## Leadership Experience

**President, PKUS Drama Club**

Jul 2019 – Mar 2020

- Led a 20-member student organization, managing event execution and promotion
- Produced digital content achieving 4,000+ views on WeChat
- Generated 3,000+ CNY in revenue through ticketing and merchandise

## Education

**New York University, Tisch School of the Arts**

2022 – 2026

Bachelor of Fine Arts in *Theater*; Double Major in *Media, Culture, and Communication*

## Technical Skills

**Analytics & Tools:** GA4, Meta Ads, Excel (Pivot Tables, Dashboards), SQL (basic), WordPress

**Growth & Strategy:** Funnel Analysis, Conversion Optimization, A/B Testing, Audience Segmentation

**Execution:** Paid Acquisition, Campaign Execution, Landing Page Optimization, Content Distribution