

# Ellyssa Tai

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Driven program manager with expertise in content strategy, technical writing, and product management, motivated by a passion for user-centric design and efficient growth processes.

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## EXPERIENCE

### **GTM Communications Lead for Z by HP | HP Inc. | Contract | November 2022 - Present**

- Craft strategic narratives for new product introductions, fueling Z Brand recognition and sales.
- Oversee software and hardware launch initiatives, ensuring seamless market entries.
- Cross-functional alignment for product launch, driving efficient project execution.
- Orchestrate an influential internal communication workstream, enhancing organizational transparency and sales visibility.
- Develop an innovative employee social advocacy program, broadening HP's digital reach through workforce networks.
- Utilize technical writing expertise to produce intricate reference documents and data science customer presentations.
- Assist in VP's strategic initiatives, directing key business project planning and social media engagements.

### **Marketing Lead | Peer Collective | Full-Time | Jan 2021 - September 2022**

- Led comprehensive marketing strategy development for a telehealth service, optimizing user engagement.
- Cultivated industry partnerships, boosting market reach and collaborative content creation.
- Streamlined executive-level communications, securing high-value business partnerships.
- Implemented a transformative content framework, inducing exponential growth in brand visibility.
- Devised persona-targeted ad campaigns, bolstering brand awareness and user retention.

### **Founder, Product Manager | My Therapy Buddy | Part-Time, Self-Employed | Aug 2020 - Present**

- Developed a unique self-therapy tool, engaging a user base of 8k/month.
- Leverage user feedback to guide app improvements, promoting superior user experience.
- Initiated a mental health workbook series in US classrooms, advocating mental health awareness.
- Orchestrate grant applications and B2B partnerships, securing critical funding for project growth.

### **UX/SEO/Technical Copywriter | Self-Employed | Part-Time | Aug 2020 - Present**

- Authored data-driven UX and sales copy, optimizing user attraction and retention.
- Implemented SEO initiatives, securing first-page rankings for 30+ articles on Google.
- Created compelling content for a diverse client base, driving consistent conversions.
- Adapted copywriting strategies based on performance metrics, ensuring content relevancy and effectiveness.

### **Marketing Director | Classic Travel | Full-Time | July 2018 - Aug 2019**

- Led the formulation of conversion-driven marketing strategies, enhancing customer loyalty.
- Fostered client and supplier relations, implementing initiatives at key industry events.
- Directed market research activities, producing precise market forecasts and actionable insights.
- Amplified brand visibility and customer retention through dynamic marketing tactics.

### **Research Assistant & Webmaster | Long Lab | Part-Time | March 2016 - Aug 2017**

- Generated engaging digital content, reinforcing lab procedures and protocols.
- Transcribed academic materials, aiding undergraduate learning.
- Assisted in research study procedures, fostering scientific exploration and knowledge acquisition.

### **Developmental Learning Research Assistant | ELLI Lab | Part-Time | Sep 2015 - Apr 2016**

- Contributed to developmental learning initiatives, facilitating comprehensive data collection.
  - Conducted robust data analysis, delivering detailed project resources.
  - Completed rigorous IRB and CITI training, upholding best practices in child assessment protocols.
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## **EDUCATION**

Vrije Universiteit Amsterdam

- MSc., Master of Management, Policy Analysis, and Entrepreneurship in Health & Life Sciences  
(Specialization in Science Communication)

Michigan State University

- B.S., Bachelor of Biomedical Nutritional Sciences
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### **Program Management & Leadership Skills**

- Project Management
- New Product Introduction (NPI)
- Cross-functional Leadership
- Stakeholder Engagement
- Process Innovation
- B2B Marketing
- Communication Strategy
- Sales Enablement

### **Marketing & Communication Skills**

- Agency Relationship Management
- Marketing Analytics
- Social Advocacy Program Development

### **Technical & Digital Skills**

- Content Management Systems (CMS)
- ClickUp, Asana, Airtable, Figma
- WordPress, Adobe Photoshop, HubSpot
- HTML/CSS, API Integration
- Agile Methodologies
- Comprehensive Digital Proficiency: Microsoft Office Suite, Google Suite

### **Research & Analysis Skills**

- Market/User Research
- Technical Writing
- Data-Driven Decision Making
- Statistical Analysis Using R (R Studio)