

Winnie Ou

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EDUCATION

UNIVERSITY OF CENTRAL FLORIDA

MA in English, Technical Communication

Orlando, FL

May 2025

WORK EXPERIENCE

BENTO MANAGEMENT GROUP

Marketing Coordinator

Orlando, FL

Jan 2026 – Present

- Acted as liaison between clients, creators, and internal teams to develop cohesive, brand-driven content across social media, email, web, and in-store touchpoints
- Led and executed cross-channel marketing campaigns across social media, email, and web platforms
- Managed content calendars and social strategy for three restaurant concepts across Instagram, Facebook, and TikTok
- Analyzed and tracked performance across digital platforms to refine overall marketing strategy

Marketing Assistant

Sep 2024 – Jan 2026

- Collaborated with the Marketing Director to provide support for daily marketing operations such as event planning, email marketing, and website maintenance
- Led Bento Group's influencer outreach efforts by building and maintaining a local network of influencers
- Supported the planning and execution of four Asian night market events with local hospitality vendors, driving 400+ ticket sales.

UNITED STATES SPECIALTY SPORTS ASSOCIATION

Social Media Marketing Intern

Viera, FL

May 2022- Sep 2022

- Created video content daily on Instagram, Twitter, and Facebook, increasing Instagram following by 1.5K+ between May and September
- Researched current social media trends and managed the content calendar using Sprout Social

VOLUNTEER EXPERIENCE

FUTURE TECHNICAL COMMUNICATOR'S CLUB

Historian

Orlando, FL

Jan 2023 – 2024

- Collaborated with the leadership team to plan and execute club events, coordinating logistics such as scheduling guest speakers, developing presentations, and creating all supporting marketing materials

TECHNICAL SKILLS

Social Media Management Systems: Sprout Social & Zoho Social, **Adobe Creative Suites:** Photoshop & Illustrator, **Creative Editing Software:** CapCut & Canva, **Content Management Systems:** WordPress & Squarespace, **Microsoft Office:** Word, Excel, & PowerPoint, **Google Suites, Mailchimp, Asana**