

JENNY LI

Brand & Marketing Manager | Brand Strategy · Social & Content · Restaurant & Consumer Brands
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SUMMARY

Brand and marketing leader with 5+ years building restaurant and consumer brands in the U.S. Took Xing Fu Tang from its first U.S. store in Flushing to eight locations in New York, Los Angeles, and Houston, leading brand, social, store openings, and licensed co-brands with Peanuts, LINE FRIENDS, and Melona. Pairs strategy and creative direction with hands-on content and the analytics to show what works. Fluent in English and Mandarin.

EXPERIENCE

Social Media & Marketing Manager, Happy Tuna | New York, NY 04/2026 – Present

- Own social, content, and community for a multi-location NYC restaurant brand across Instagram, TikTok, Facebook, and RedNote: monthly calendars, creative direction, copy, photo and video, events, and weekly KPI reporting.
- Built a framework that scores every post by funnel role: TikTok drives discovery, Instagram drives conversion.
- Chose quality over virality: high-view “viral” posts converted to saves at ~0.1% while an intent-led gift post hit 21.4%; an organic \$18 happy hour carousel became the brand’s best post ever (14.9% engagement, 75 saves).
- Since joining, generated 998K+ views and reached 331K+ accounts; grew Instagram ~18% to 16.2K; top TikTok hit 41.6K views.
- Showed that boosting proven organic content cut CPM to \$7.22 vs. a ~\$16 median across 20K+ paid link clicks at \$0.40 CPC, building the case for a validate-then-amplify budget model.

Head of Marketing (US), Xing Fu Tang | New York, NY 03/2021 – 11/2024

- Led the U.S. brand from a single store in Flushing: defined brand strategy, voice, visual identity, and guidelines, and worked directly with store teams to keep every campaign consistent across 8 locations in 3 markets.
- Built a repeatable grand-opening playbook for 7 new stores, each drawing 60+ influencers and ~100 RSVPs; a Pumpkin Boba creator event lifted sales 200% over the prior launch, and experiential launches drove 300%+ store-traffic spikes.
- Grew national and city-level Instagram and TikTok accounts from zero to 115K+ followers, 800M+ organic views, and 4.5M+ TikTok likes with no agency, producing 20+ videos past 1M views (top: 15.5M).
- Led co-branded launches with Peanuts, LINE FRIENDS, and Melona through licensor approval; Peanuts × Beagle Scouts drove +1,150% engagement, sold out in 2 days, and both Peanuts and Melona renewed.
- Ran integrated online and offline campaigns across all stores: a Lunar New Year red-envelope program (888 envelopes a year), a 12 Days of Christmas stamp program for repeat visits, and ~30 seasonal menu launches.
- Built community beyond the feed: a ~150-creator gifted-UGC program, Boba Social (a recurring creator event series), Andrew Yang and the Fung Bros, a national Bon Appétit feature, and 25+ events and festivals.
- Built and led the U.S. marketing team from 1 to 4, onboarding and training each hire, running creative review, and managing a graphic designer for ~2 years; set Meta ad budgets and ran email in Mailchimp.

Founder, Independent Consumer Brands (The Fluffit · Wellspire) | New York, NY 12/2024 – 06/2026

- Solo-built two DTC brands (luxury pet fashion and wellness supplements) from concept to launch, owning positioning, brand identity, packaging, product development, suppliers, website, photography, and creator outreach.

Marketing Intern, Pippa & Julie | New York, NY 05/2016 – 02/2019

- Created social content and graphics for a children’s fashion brand and its Disney-licensed line (+30% engagement, +20% visibility).

SKILLS

Brand & Marketing: Brand Strategy & Positioning, Voice & Visual Identity, Integrated Campaigns, Creative Direction, Co-Branding & IP Licensing, PR & Media, Product & Menu Launches

Social & Content: Organic + Paid Social, Platform-Specific Strategy, Content Calendars, Short-Form Video, Photography, Copywriting, Community Building, Creator & Influencer Partnerships, UGC

Growth & Analytics: Multi-Location Marketing, New-Store Openings, Events & Experiential, Team Leadership, KPI Reporting, Funnel Measurement, Meta Ads Manager, Toast, Mailchimp, Metricool

Creative Tools & Languages: Adobe Photoshop, Premiere Pro, Lightroom, After Effects, CapCut, Canva · English & Mandarin

EDUCATION

B.S. Marketing, Babson College | 2016–2020

Yonsei University, Seoul (Global Brand Communication & Luxury Management) | Fashion Styling Foundations, FIT