

KEER 'MYRA' WU

Global Brand Strategy | Digital Transformation | Integrated Marketing

Shanghai, China | wumyra@163.com | 136-5612-7652

PROFESSIONAL SUMMARY

Bilingual integrated marketing and brand communications professional with experience leading digital transformation, flagship brand campaigns, and audience growth strategies across healthcare and media. Experienced in translating brand strategy, emerging technology, and performance insights into scalable programs for global and regional teams.

WORK EXPERIENCE

Integrated Marketing & Brand Communications

United Imaging Healthcare | Nov 2025 – Now

Shanghai, China

- **Lead the transformation of United Imaging's global corporate website**, centralizing content governance and coordinating cross-functional teams from strategy through implementation.
- **Own the flagship UC Davis brand partnership campaign**, directing research, creative strategy, stakeholder interviews, script development, and post-production while establishing a storytelling framework for regional teams.
- Built and executed the global Instagram growth strategy, **increasing followers by 300%** within six months through audience insights, content optimization, and performance analytics.
- **Translate global digital performance data into strategic recommendations** that improve campaign effectiveness and strengthen cross-regional brand alignment.

Digital Content Producer

ABC 10News | Nov 2023 – March 2025

San Diego, California, U.S.

- Led integrated digital campaigns across editorial, social, and marketing teams, aligning brand messaging with audience needs and breaking-news priorities.
- Developed data-informed content strategies that grew the organization's social audience by more than **60K followers** and strengthened community engagement.
- Managed cross-platform brand presence and analyzed campaign performance to optimize storytelling, distribution, and audience growth.

Digital Media Consultant

Outlook Newspapers | Aug 2023 – Jul 2024

Los Angeles, California, U.S.

- Led the newspaper group's digital transformation by strengthening social publishing, expanding online distribution, and launching a newsletter subscription channel.
- Built an audience-focused digital strategy using editorial insights and performance reporting to improve content discoverability, engagement, and programming decisions.

Digital Media Producer

USC Viterbi School of Engineering | March 2023 – Aug 2023

Los Angeles, California, U.S.

- Helped launch and develop **Circuit News** (which now has 1M subscribers on YouTube), translating complex engineering research into accessible video content for students, researchers, and global audiences.

Digital Media Intern, ABC News & ABC7 Los Angeles

The Walt Disney Company | Aug 2021 – Aug 2022

Los Angeles, California, U.S.

- Supported digital content and distribution for ABC News programs including *Good Morning America* and *World News Tonight*, as well as ABC7 Los Angeles.
- Contributed to ABC7 Los Angeles' TikTok strategy and production as the account grew from approximately **200K to 1M followers within eight months**.

EDUCATION

Master of Science in Digital Social Media

University of Southern California

Bachelor of Arts in Journalism

University of Southern California