ISABELLA WEN

CONTENT STRATEGY / AUDIENCE GROWTH / BRAND VISIBILITY

I turn complex ideas into content people discover, share, and act on. Across AI, research, and community businesses, I pair audience insight with measurable execution.

2.74M
CONTENT VIEWS
Instagram · 90 days

+40%
CTR IMPROVEMENT
Finlo AI · 6 months

43,492
CONTENT SHARES
Instagram · 90 days

GROWTH ACROSS CHANNELS

01 EMAIL PERFORMANCE | Finlo AI

Increased click-through rate from 2.0% to 2.8% over six months, a 40% relative improvement, and reduced bounce rate from 4.0% to 2.1%.

02 EMAIL ENGAGEMENT | Stretchy

Fertility solutions startup funded by Sauder Venture. As Media Team Lead, grew subscribers 15.2% in four months and raised Mailchimp click-through rate to 14.3%. Tested subject lines and refined content cadence.

03 BUSINESS VISIBILITY | Downtown Surrey BIA

During a three-month summer internship, provided marketing consulting for local businesses including Civic Hotels and Sprite Computers, with positive customer retention outcomes. Implemented a rewards program for Umami Ramen that achieved a 25.6% redemption rate.

04 SOCIAL DISTRIBUTION | @isabellawens

2.74M content views · 309,332 interactions · 109,111 saves · 43,492 shares in 90 days. Built a community of 15,116 followers. Used analytics to test hooks, formats, and calls to action, with an average 8% conversion rate.

SELECTED BRAND & CONSULTING WORK

How They Hire · Jobright.ai · 10K Coffees
UGC and brand partnerships connecting products with ambitious young audiences.

Harvard Crimson Global Case Competition · Brand partnership
Village Fellowship at Global Nomads · Current consulting engagement

CONTENT PLANNING TOOLS

Previously used Hootsuite and monday.com.

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Instagram: 90 days ending Oct. 11, 2026; follower count as of Oct. 11. Other metrics reflect stated project periods.