

Sebastian Chen

Orlando, FL | se668142@ucf.edu | (772) 872-2229 | www.linkedin.com/in/sebastianchen | guardianaccountant.com | qualicaid.com

PROFESSIONAL SUMMARY

Marketing major and entrepreneur with 2+ years of experience in digital advertising, campaign strategy, and client success management. Proven ability to manage client relationships, optimize campaign performance using data-driven insights, and deliver measurable ROI across paid media channels including Google Ads and Meta. Skilled in translating business goals into actionable advertising strategies for small and medium-sized businesses.

EDUCATION

University of Central Florida

B.S. in Business Administration, Marketing. Dean's List, Spring 2025.

Orlando, FL

May 2027

EXPERIENCE

Marketing Automation and Content Strategist

February 2026 – Present

Freelance Marketing & Automation Consultant

Remote

- Managed client advertising accounts across digital channels, developing tailored strategies to improve campaign performance and drive measurable growth.
- Built and documented automation workflows that eliminated manual touchpoints across client operations, saving approximately 4 hours per week.
- Developed and iterated on internal tools and client-facing automation scripts using low-code and AI-assisted development methods.

Marketing Intern

June 2025 – July 2025

BenefitHub

Remote

- Conducted competitor analysis using Excel and market research tools to identify industry trends, upsell opportunities, and strategic differentiation for lead generation.
- Updated email list placement reports to support targeted advertising strategies and optimize campaign planning and performance.

Client Success Manager

May 2024 – May 2025

The Desirable Truth

Remote

- Developed and executed email and funnel-based lead generation campaigns, scaling client email lists to 250+ subscribers within 30 days using targeted audience segmentation.
- Planned, designed, and built conversion funnels to grow membership in a monthly recurring revenue community, aligning strategy with each client's business growth goals.

Client Success Manager

November 2023 – May 2024

GrowthMate

Remote

- Developed and implemented digital advertising strategies across 2 campaigns for an SMB client, leveraging data-driven insights to deliver an average 4.2x ROI.
- Managed the client relationship through regular performance reviews, applying market insights and campaign metrics to refine strategies and exceed growth goals.

PROJECTS

Guardian Accountant <https://guardianaccountant.com/>

- AI-assisted accounting tool built to automate financial workflows for small business owners.

QualiCaid <https://www.qualicaid.com/>

- Digital platform designed to streamline benefits navigation and eligibility for users.

ACTIVITIES & LEADERSHIP

Education Equals Hope

Spring 2024

Volunteer

- Ecuador Mission Experience

SKILLS

Ads Management and Paid Media: Google Ads, Meta Ads Manager, Retargeting and Lookalike Audiences, A/B Testing

Core Competencies: Client Relationship Management, Campaign Strategy, Lead Generation, SOP Development, AI Workflow Design

Data and Analytics: Microsoft Excel, FormulaBot, Python (Foundational)