

ELYSE LEIA HOK

Orlando, FL

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EXECUTIVE SUMMARY

A motivated student pursuing a Bachelor of Science in Business Administration at the University of Central Florida, with a focus in Integrated Business and a minor in International Business. Recognized for her collaborative nature, adaptability, and leveraging diverse strengths to achieve common goals in fast-paced environments. Results-driven digital marketing professional with 1 year of experience. Proficient in Google Ads, audience segmentation, and ROI analysis to drive measurable growth. Passionate about leveraging data-driven strategies to optimize campaign performance

EDUCATION

University of Central Florida, Orlando, FL
Bachelor of Science in Business Administration

May 2025

University of Seoul, Seoul, South Korea
International Business Minor
Fall 2022 Exchange Program

September 2022 – December 2022

- Immersed in a new cultural and academic environment, building adaptability and resilience.
- Developed cross-cultural communication and problem-solving skills applicable to global brand initiatives.

RELEVANT COURSEWORK

- Computer Fundamentals for Business
- Principles of Marketing
- Data-Driven Decision Making
- Special Topics in Global Business
- Applied Business Technologies
- Management of Organizations

PROFESSIONAL EXPERIENCE

Quest National Services – Orlando, FL
Digital Marketing Intern

July 2024 – Present

- Increased website traffic for a client from 308 to 4.7k viewers in one month through SEO and thorough research
- Boosted engagement rates by 35% on landing pages for a B2B client
- Conducted competitor analysis to inform campaign development and refine branding strategies.
- Created marketing materials and visual assets, ensuring alignment with brand identity and audience needs
- Honed project management skills to meet deadlines and deliver impactful campaigns

British Swim School – Orlando, FL
Deck Ambassador/Receptionist

April 2024 – Present

- Provide attentive and personalized service to families, addressing inquiries and concerns promptly to ensure a positive experience
- Maintain accurate and up-to-date records of 300+ students, ensuring efficient organization and communication with families and staff members

Dyverse – Orlando, FL
Account Management Intern

September 2023 – December 2023

- Managed Google Ads campaigns for over 30 accounts, adapting to client priorities and conducting meticulous keyword testing
- Delivered persuasive ad copy that effectively communicated key features and messages

ADDITIONAL INFORMATION

Certifications: Excel Essential Training Microsoft 365, Graphic Design Essentials Canva

Computer Skills: Microsoft Excel, PowerPoint, Word, Canva, HootSuite, NeuronWriter, SEMRush, Google Ads, Google Suite, Monday, ClaudeAI, Gemini