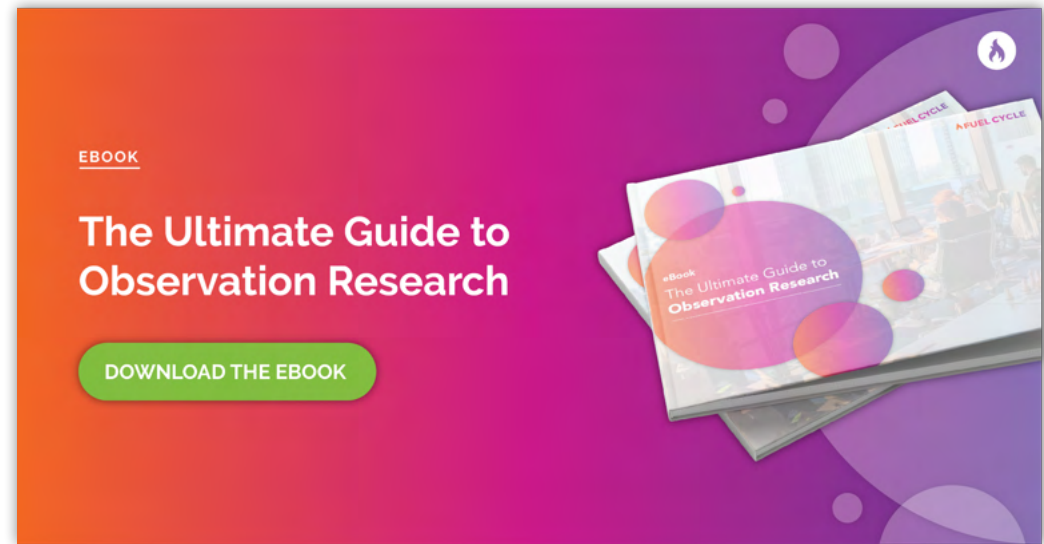




DESIGN & DIGITAL MARKETING

P O R T F O L I O

me@jessicayli.com | www.jessicayli.com | 1 (914) 602-3179



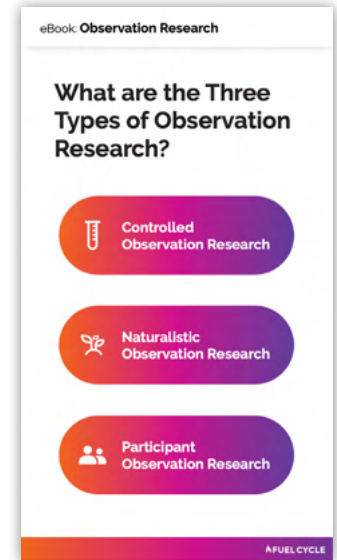
What is Observation Research and When Should Organizations Use It?

Observation research is an excellent choice in the following circumstances:

 You need to capture sensitive information, and you don't trust that participants will tell the truth in a survey.	 How a customer behaves in a particular setting, natural or controlled, is critical to your research question.
 You are concerned that self-reported data about behaviors will differ from actual actions, even if it's unintentional.	 You need information about a specific research question to formulate a more complete and accurate survey later.
 You need to dive deeper into a research question to understand the reasons behind particular behaviors.	 How participants interact with each other, with the researcher, or with a virtual tool is part of your research question.
 The research question is new, and you need a lot of data to explain customer behavior.	 You need a real look into participants' emotional responses when interacting with a group, product, or tool.

There are several other instances where an observation research study may be a better option than a quantitative study. The best questions to ask yourself when deciding what type of research method to employ is how big your research question is, how much data you need to understand customer behaviors, and how important it is to get an inside look at authentic actions.

eBook • The Ultimate Guide to Observation Research



FUEL CYCLE

MARKETING + DESIGN CONSULTANT · SPRING 2021

Designed branded market research eBooks, Industry Reports, White Papers, and One Sheets as well as promotional social media graphics for LinkedIn using Adobe InDesign and Adobe Illustrator.



HIVE AGENCY FINAL REPORT


University of Southern California / MKT 406 Practicum in Advertising Promotion and Design





AMAZON ADVERTISING MARKETING PITCH 2021

THANK YOU



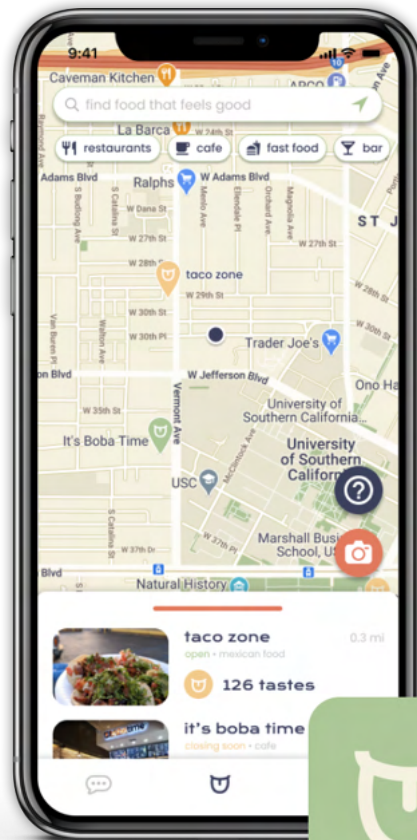
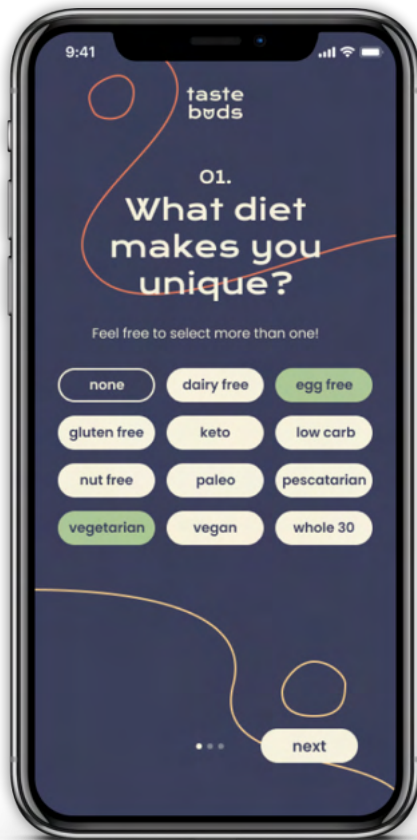
SECTION 1

Secondary Research

AMAZON ADVERTISING

MKT 406 · SPRING 2021

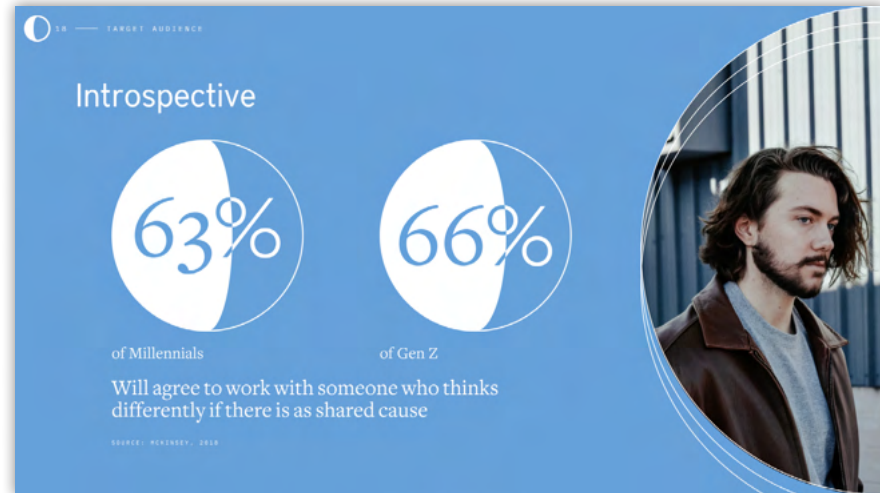
Designed pitch decks and creative mockups for MKT 406 Practicum in Advertising and Promotion Design in collaboration with Amazon Advertising to develop an integrated marketing campaign within the home and furniture category using Figma.



TASTE BUDS

IML 309 · SPRING 2021

Designed, prototyped, and pitched Tastebuds, a mobile app that helps ingredient-conscious foodies find safer food options in their area based on location and dietary preferences using Figma.



GRIFFITH OBSERVATORY

TROJAN MARKETING GROUP · FALL 2021

Designed internal and client-facing pitch decks for Trojan Marketing Group in collaboration with the Griffith Observatory Foundation using Figma.



historical analysis

The NPCA took off in the early 1900s, first as a response to the growing number of national parks in the U.S. thanks to the conservation efforts of President Theodore Roosevelt. After the formation of the National Park Service which is a federal agency that continues to manage American parks, monuments, and historical landmarks to this day, the NPCA was born in 1919. As an organization independent from the government, it mainly protects the national park system by fighting against commercial developments on sacred lands, empowering the voices of modern-day environmentalists and activists, and being outspoken as the watchdog organization of the NPS. Today, the NPCA has grown to 1.4 million members over the span of 100 years of work.



1919 the national park conservation association is born

An independent organization dedicated to promotion and protection of national parks



2019 a celebration of justice

NPCA and its 1.4 million members and supporters celebrate 100 years of protecting America's national parks

1916 introducing the national park service

Yard and Mather advance the idea of a federal agency to manage America's growing number of national parks



1965 a landmark victory

NPCA protects the Grand Canyon from two proposed dams. NPCA membership climbs to 30,800

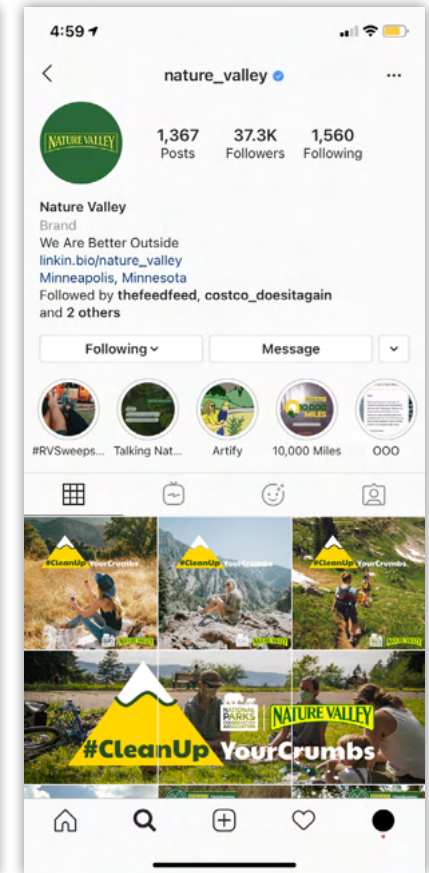


situation analysis

"The only security of all is in a free press. The force of public opinion cannot be resisted when permitted freely to be expressed. The agitation it produces must be submitted to."

It is necessary, to keep the waters pure."

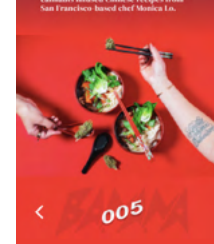
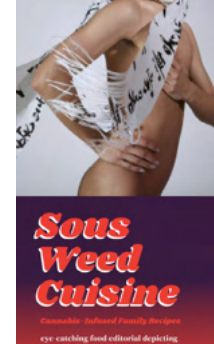
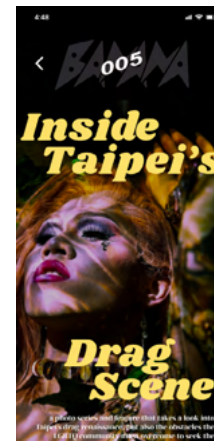
Thomas Jefferson



NPCA X NATURE VALLEY

MKT 405 · FALL 2020

Published a marketing communication and promotion plan detailing the #CleanUpYourCrumbs social media campaign that aims to encourage outdoorsmanship and sustainability among college students amid the COVID-19 pandemic using Figma.



BANANA MAGAZINE

IML 430 · FALL 2019

Prototyped an interactive web and mobile-based user flow for BANANA magazine using Figma.

JAZZ AT LINCOLN CENTER 2018-19 EMAIL ENGAGEMENT

AVERAGE UNIQUE OPEN RATE

37.35%

TOTAL EMAILS SENT

247

AVERAGE CLICK THROUGH RATE

7.50%

TOP FIVE PERFORMING SUBJECT LINES BASED ON UNIQUE OPEN RATE

70%

"A Notice Regarding Your Upcoming Performance"

49.60%

"You're Invited: Learn about our 2019-20 Season"

38.86%

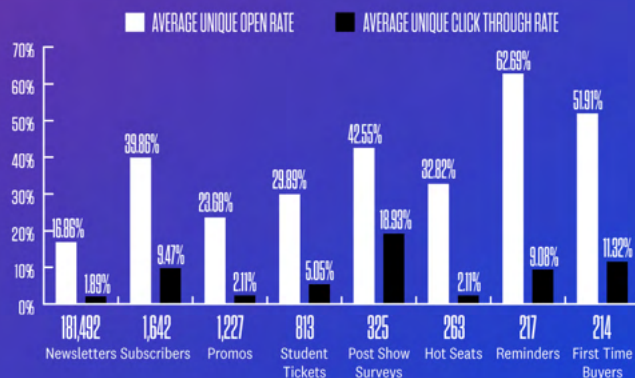
"Enjoy Our Thanksgiving Playlist"

40.09%

"Forget Cyber Monday, Hello Discount December"

35.95%

"Missing Michael Feinstein? Grab Tickets for His Upcoming Performances"



AVERAGE NUMBER OF EMAILS SENT

181,492 NEWSLETTERS	325 POST SHOW SURVEYS
1,642 SUBSCRIBERS	263 HOT SEATS
1,227 PROMOS	217 REMINDERS
813 STUDENT TICKETS	214 FIRST TIME BUYERS

EMAIL ENGAGEMENT BY TYPE

JAZZ AT LINCOLN CENTER

MARKETING INTERN · SUMMER 2019

Created a vector infographic summarizing Jazz at Lincoln Center's email marketing performance for the 2018-19 concert season using Adobe Illustrator.



ISLE OF DOGS MOVIE POSTER

DES 202 · SPRING 2019

Reimagined and hand-illustrated a movie poster for the Wes Anderson film, *Isle of Dogs*, using Adobe Illustrator.