

Professional Summary

Experienced Media Planner with over 3 years of experience in digital marketing. Eager to contribute to team success through hard work, attention to detail and excellent organizational skills. Motivated to learn, grow and excel in a new challenge.

Skills

- Omni Channel Planning
- Integration strategies

Work History

MEDIA PLANNER, 05/2016 - 10/2019
VMLY&R, Beijing

- Developed media plans, integrated promotional plans in different media, and created a unified brand experience.
- Prepared performance analysis reports on media properties, presenting findings to director.
- Planned and acquired media for multiple digital channels.
- Handled client-facing business opportunities, developing media content plans for clients.
- Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments.

SOCIAL MEDIA CONTENT CREATOR, 03/2015 - 03/2016
Beijing CarSmart Technology Co Ltd, Beijing

- Created content and managed company official Wechat channel to strengthen company reputation.
- Increased customer engagement through social media.

SOCIAL MEDIA ASSISTANT, 06/2014 - 03/2015
VECTOR INC., Beijing

- Created engaging content to keep Japanese brands are attractive on Chinese social media channels and on-brand.
- Analyzed and reported social media and online marketing campaign results.

Education

Bachelor in Advertising
Peking University - Beijing, 06/2017
I completed my bachelor's degree in advertising by studying part-time.

Certification

- Fundamentals of digital marketing Training by Google- 08/2021
Certificate ID : 43V 6HM VJQ
Verify the authenticity of this certificate at: <https://learndigital.withgoogle.com/link/1hqdd1n3z7k>