

# Casslie Wong

✉ cassliewong@gmail.com ☎ 416-838-8366 📷 picasslio 🌐 linkedin.com/in/casslie/

## 🎓 EDUCATION

### University of Waterloo, GBDA

2022 – present

Bachelor of Arts, Global Business Digital Arts program.

- Interested in a career in marketing, graphic design, or advertisement.

## 🧠 SKILLS

**Graphic Design** (Proficient in using Adobe Photoshop, Illustrator, and Canva.)

### Time Management & Organization

(Proficient in Trello, Asana and Monday.com)

**Business Management** (Skilled at Facebook Ads, Microsoft Office, Google applications, MailChimp, Mailerlite, Keap.)

**Social Media Management** (Proficiency in Google Business, Later.com, Instagram, Facebook, TikTok, YouTube, Twitter, Klear, Meta Business, and Pinterest. 350k+ Likes on TikTok)

**Administrative Work** (Dealt with invoices and managed outbound communication with third-party companies and shareholders, such as Uber Eats/Skip the Dishes/Doordash.)

## 🌐 LANGUAGES

### English

Fluent

### Cantonese

Fluent, 1st language

### French

Certificate of Achievement in Core French 2020

## 🏆 AWARDS

### York Secondary Catholic President's Council Leadership in the Arts,

York Catholic District School Board

06/2020

## 🏢 PROFESSIONAL EXPERIENCE

### Marketing Coordinator, Digital and Content, Chatime / Kevito Ltd.

05/2022 – present

- Create the social media strategy from concept to execution, ensuring accurate brand representation across all social media touchpoints.
- Responsible for the content creation process across all owned channels, including planning social media calendars, copywriting, photography, and production of short-form videos.
- Lead the growth of the influencer outreach program by identifying potential influencers and managing the relationship for future collaborations using the Klear platform.
- Reports on social media performance thoroughly weekly and monthly tracking and analytics to derive key learnings and optimize the success of a social media strategy.
- Responsible for community management across all platforms. Prioritizing customer service requests and directing them to the proper outlets for information.
- Participate and photograph local campaigns such as night markets, grand openings, and special events.
- Assist the Growth Marketing Manager in creating UGC styled content for Paid Advertisements.
- Set up Facebook and Instagram Advertisement campaigns.

### Marketing Officer / Graphic Designer, Real Fruit Bubble Tea

05/2021 – 12/2021

- Create and implement marketing campaigns on all social channels, including virtual contests, influencer sponsorships, and in-person marketing events.
- Coordinate product launches by creating posters, video productions, and digital advertisements through Google and Facebook Ads.
- Design products such as gift cards, business cards, brochures, promotional banners, website design, mall hoardings, and posters while maintaining brand consistency.
- Responsible for creating social media content, assisting in photoshoots and video shoots. Channels include Instagram, TikTok, LinkedIn, and Facebook.
  - Gained over 264K views on a TikTok promotion.
- Report social media analytics and present data in management meetings to showcase ongoing growth and strategies.
- Manage email campaigns, including template designs, through Mailerlite and Mailchimp.

## 🏠 ORGANIZATIONS

### Collegiate Valorant Hub, Social Media Marketing Coordinator

09/2023

- Assist in posting on Twitter and Discord such as tournament announcements, interactive posts, and Collegiate power rankings.
- Creating captions for social posts that are engaging and informative for viewers.