



Yaling Zhang

A Director of Advertising with 10+ years of experience specializing in marketing strategy, brand messaging, and digital marketing. A strong history of building and leading diverse marketing teams to deliver integrated advertising campaigns and drive brand growth.

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Professional Experience

Director of Advertising

Project Management Software Inc., San Francisco, CA | October 2016 - Present

- ◆ Develop advertising and digital marketing strategy for an innovative project management software solution, manage Google Ad campaigns, and secure a strategic partnership with PMI to advertise service offerings, resulting in a 150% increase in lead generation
- ◆ Lead a marketing team of 20+ personnel to improve web page, SEO, and social media performance, resulting in a 200% increase in web traffic
- ◆ Perform analysis of competitors and consumer demographics to align brand messaging across digital platforms and drive market penetration across untapped verticals

Advertising Specialist

Bay Area Marketing Consultants, San Francisco, CA | May 2011 - October 2016

- ◆ Analyzed and redefined digital marketing strategy for client businesses, which included identifying opportunities to improve social media presence and paid search ads
- ◆ Provided recommendations to client stakeholders based on consumer data and industry trends and led rebranding efforts to improve sales for underperforming products

Education

Bachelor of Science (B.S.) Marketing

University of San Francisco,
San Francisco, CA
September 2007 - May 2011

Key Skills

- ◆ Advertising
- ◆ Digital Marketing
- ◆ Google Ad Campaigns
- ◆ Data Analytics
- Brand Messaging