

Emily Wang

(514) 625-8768 • emwangm@gmail.com

EDUCATION

McGill University – Bachelor of Commerce, *Marketing and International Business* 2011 – 2014
Peking University – Semester Abroad, *International Development and Global Studies* 2014

Language Skills: English (fluent), Mandarin (fluent), French (proficient)

Related Skills: Microsoft Office, Social Media (Facebook, Twitter, Instagram, Tumblr, YouTube, etc.), Blogging Platforms

PROFESSIONAL EXPERIENCE

Reckitt Benckiser (RB) 2013, 2015 - Present

Marketing Analyst

- Assistant Brand Manager for the Lysol brand; managed the Household Cleaning Portfolio on a national basis (+\$76MM in annual sales)
- Drove mass awareness of the brand through various media platforms and distribution channels (targeted email marketing, social media platforms, TV ad copy); targeted specific audience groups that best aligned to product's target market, i.e. Mom's with children aged 5-10
- Measured success of social media content online; determined highest reach platform through various distribution channels allocated marketing content accordingly; successfully generated 7% CTR on YT and 2.5% on FB videos
- Grew overall brand penetration by +2% across national households vs. prior year largely through successful content marketing to consumers nationally

Trade Marketing Analyst

- Youngest ever to manage fastest growing Health & Personal Care Portfolios (+\$45MM in annual sales); fully managed Veet, Amope, MegaRed, and Cepacol brands from a trade marketing perspective
- Managed all brand presence in stores via product display call-outs; coordinate promotional, pricing, and placement executions per brand
- Developed 100+ slides of content for bi-annual LSM (Local Measure of Success) presentation to Sales Teams/Accounts
- Measured digital content performance over time for MegaRed brand; analyzed 24+ months of Point of Sales data and proposed new method of targeted marketing via digital only strategy to consumer groups aged 30-50

The Salvation Army 2012, 2014

Public Relations Intern

- Drove awareness of the Salvation Army Brand and portrayed appropriate brand image across 10+ Territorial Headquarters across Canada through mass email marketing and newsletters; delivered Annual Performance Plan to 30 board and ministry members in presenting achievements year-to-date
- Sent email marketing campaigns to 10,000+ donors in an attempt to raise money for upcoming fundraising events including the Christmas Kettle Event and the Children's Toy Drive
- Ran 30+ conclusive reports for 320 churches to determine demographic audience of respective attendees; analyzed key results and gathered main trends to determine best way in targeting these individuals through new content creation and social media tactics

McGill University

Marketing Research Assistant

- Youngest student selected to assist 4 Marketing and Strategy professors with the creation and editing of 12 different research papers; added input by completing and analyzing fieldwork data, conducting primary in-market data research, and performing primary consumer analyses with 200+ students
- Led own Independent Study Project on marketing and advertising content creation within cross-cultural settings; obtained feedback from 400+ students in North America and Asia; work was presented to the Management Faculty and pursued further by 2 professors at McGill given success of findings from research
- Developed instructional content for 500+ Marketing students within the faculty; tailored content for different student types, i.e. Undergraduate vs. Graduate vs. Continuing Education studies

LEADERSHIP & VOLUNTEER WORK

Dream Corps International

2013 - 2014

Vice President of Communications

- Managed donation funds of \$3500+ as a local school chapter to allocate and deliver resources to Chinese rural communities for youth in Hebei, Shenyang, & Shandong; worked closely with local Chinese schools to provide support in setting up libraries and educational activities to cultivate positive learning experiences for these children
- Published national newsletters bi-weekly to communicate on-going updates in both English and Mandarin; on average reached out to 500+ students, donors, and volunteers across Canada and the US to deliver up-to-date news on monthly successes and donation goal achievements
- Communicated extensively with National Dream Corps Partners to align on annual fundraising goals, specifically with partnering Universities including University of Michigan, Duke University, University of Toronto, & Nanjing National University

AIESEC McGill Canada

2012 - 2014

Director of Membership Experience

- Recruited, led, and managed own committee of 6 in creating and implementing a system for tracking member development; documented personal development reviews of 150+ local members and tracked accordingly to better understand member satisfaction and retention rates
- Led development training by developing fresh content pieces for training resources consisting of guidelines, member manuals, information manuals, and how-to instructions; successfully achieved 95% member satisfaction with distribution of training resources
- Implemented first-ever AIESEC Mentorship Program with 125+ Alumni members, personally contacted and recruited over 50+ new alumni members through mass email marketing and distributing targeted newsletter updates

DECA Inc.

2012 - 2014

Vice President of External Affairs

- Planned, organized, and executed 5 large scale in-house case competitions by partnering with 7 local Universities; hosted competitions for a total of 350+ competitors
- Created various targeted content to reach out to an additional 500+ students and teacher advisors to further build equity of DECA brand and to grow brand presence across the country
- Devised and implemented weekly member training sessions for 100+ McGill students; trained members in marketing, finance, accounting, and human resources spanning over 10 different categories for case cracks and theory based concepts
- Successfully helped to qualify over 90% of the local chapter to proceed to Provincial and International-based Competitions

SKILLS AND INTERESTS

Skills: Piano Performance (17 years), Visual Arts/Graphic Design (12 years), Competitive Varsity Swim Team (9 years), Distance Running (5 years), Photography (8 years)