

# Yun He (Nick) Zhang

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## EDUCATION

### Western University

*Bachelor of Software Engineering, Advanced Entry in Ivey Business School*

**London, ON**

*Sep 2022 – Apr 2027*

- **Academics:** Cumulative GPA: 3.9/4.0, Western Scholarship of Distinction
- **Activities and Societies:** W5 Entrepreneurship, Western Founders Network, 1<sup>st</sup> place 'Overhaul' Hackacomp

## WORK EXPERIENCE

### isgSearch

*Digital Marketing Intern*

**Toronto, ON**

*Apr 2023 – Present*

- Created and deployed a LinkedIn posting schedule from scratch, resulting in 20,000 monthly impressions and an average 600 impressions per post, with curated content towards our IT and technology audience
- Simultaneously managed the Twitter and company blog, creating and scheduling 12 tweets and a blog post weekly
- Completed market research for various specialized IT fields (GuideWire, Security, etc.) to draw conclusions on the hiring market in those fields along with recommendations and future outlook
- Continuously stayed up to date with industry trends and conferences, providing company staff with beneficial news and conferences to attend as well as tailoring content to real-world events in the IT field

### Sonical.ly

*Marketing and Growth Intern*

**London, ON**

*Jan 2023 – Apr 2023*

- Edited 5+ hour-long podcasts and 30+ engaging clips and shorts to release, boosting following by 20% and providing user-curated content to maintain interest
- Conducted outreach to 100+ artists globally to land podcast interviews and slots, resulting in a 70% reply rate and landing 10+ sessions with large personalities within the music industry

## LEADERSHIP EXPERIENCE

### Ivey AEO Onward Blog

*Co-editor*

**London, ON**

*Oct 2022 – Present*

- Wrote and edited 5+ individual and collaborative 2-page articles for Ivey's AEO Onward blog, producing regular high-quality content published on the Ivey website intended for the cohort's 1,300+ students
- Conducted target audience analysis through feedback surveys and evaluating engagement metrics to instigate new project ideation, select article topics and ensure writing aligns with audience interests and brand messaging
- Translate insights from 20+ student interviews and various panelists into articles about career prospects, tips to success, and more, maintaining conciseness while making the content clear

### Bayview Mental Health Club

*Lead Events Planner + Written Content Lead*

**Richmond Hill, ON**

*Sep 2020 – Jun 2022*

- Spearheaded weekly creative conception for infographics, email event promotion campaigns, Instagram captions and more. Acted as lead writer and editor while overseeing process of draft to final product of 7 different writers
- Led events team in operations (event scheduling, venue, concessions, etc.), strategy, and budget development to execute numerous digital and in-person events for 1600+ student community
- Events include therapy dogs, school-wide collage mural painting event with 120+ attendees and game nights

### Bayview CAS Committee

*Committee Member*

**Richmond Hill, ON**

*Oct 2020 – Jun 2022*

- Deployed, managed, and supervised monthly challenges and other events throughout the year, providing 200+ grade 11 and 12 IB students with options to fill out their CAS portfolio for graduation
- Provided resource streams for students to find success through the IB program and fulfil graduation requirements, whether it be academic support, mentorship, diploma requirements, or other help pipelines

## SKILLS

**Languages:** Fluent in Mandarin, Basic Proficiency in French

**Technical Skills:** Java, Turing, MS Office

**Interests:** Mountain Biking, Skiing, Ultimate Frisbee, Piano, Music (Hip-hop, Jazz Fusion, Pop, R&B)