# PROFILE

**Marketing professional** with three years of experience delivering marketing projects. Expertise in developing effective marketing strategies and content. Great passion for data science. CAPM certificate with advanced stakeholder and event management experience. Excellent communication and interpersonal skills. Proficient in Microsoft Office, HubSpot CRM with enthusiasm to learn new tools.

# WORK EXPERIENCE

**Brand Ambassador Mar 2020 – Present**

TELUS Communications Inc., Vancouver

* Deliver local experiential marketing events by communicating with current and potential TELUS customers regarding the products and services.
* Perform door warming to deliver sample collateral on behalf of TELUS, collaborating with sales team to educate the public about the products and services.

**Business Specialist June 2019 – Present**

Elirons International Consulting Inc., Vancouver

* Lead marketing initiatives by mapping out content strategies and creating effective content to engage in company publications and information dissemination
* Provide marketing counselling to clients by performing competition analysis, identifying opportunities and conducting feasibility study.
* Conduct market research and analysis, assess industry and market trends, determine key marketing strategies and initiatives to drive business operations.
* Build and maintain positive and professional relationships with clients, gather and analyze requirements, perform initial assessment of problematic situation, define project scopes and manage project processes.
* Identify potential partnership opportunities within various industries and initiated contact with external stakeholders.

**Case Manager, Employment Program of B.C. (EPBC) August 2018 – January 2019**

Victoria Immigrant and Refugee Centre Society, Victoria B.C., Canada

* Fostered professional relationships with clients by providing a client-centered approach, identifying and responding to clients’ diverse individual needs.
* Improved public awareness of the EPBC by facilitating employment workshops and events, developing marketing content, maintaining social media as well as identifying the target market
* Collaborated with related stakeholders and utilized Integrated Case Management (ICM) system to draft and manage documents, track case progress as well as monitor case completeness.

**Market Development Business Officer September 2016 – April 2017**

B.C. Ministry of Agriculture, Victoria B.C., Canada

* Created E-Commerce marketing strategies for B.C. local companies to enter global markets, managed the Expand Your Presence in China Seminar, designed and delivered engaging presentations to stakeholders about Chinese E-Commerce platforms.
* Participated in supporting small to large scale marketing projects by performing intelligence activities, identifying and liaising with stakeholders, monitoring changes, tracking performance and deliverables as well as addressing issues raised by participants.
* Developed professional relationships with the B.C. Ministry of International Trade, local companies, contractors and international buyers by setting working groups, improved deliverables to ensure high work quality.
* Performed database research and analysis of emerging markets by identifying the opportunities through a cost-benefit analysis to help guide companies.
* Coordinated the delivery of conferences and seminars, including conducting email campaign to advertise, organizing receivers’ information to ensure accuracy and facilitating registration efforts.
* Ensured quality control and accuracy of translations of different versions of the Export-Ready Business Catalogue 2016/2017.

**External Marketing Consultant February 2016 – April 2016**

LG Electronics, Seoul, South Korea

* Evaluated competition by conducting SWOT Analysis to create market development strategies that will enhance competitive advantage to the business.
* Collaborated to deliver a marketing report with high quality graphics and forms, as well as provided recommendations through extensive research and forecasting.
* Provided marketing consulting to launch LG CordZeroTM vacuum cleaner in North American market, developed practical strategies to improve brand awareness.
* Created a B2B marketing plan and developed multi-channel market development strategies to launch LG Styler in Chinese market.

**Research Assistant September 2013 – June 2015**

Tianjin University of Finance and Economics, Tianjin, China

* Researched local companies’ brand and marketing strategies as a part of SWOT analysis and presented the result to business professionals.
* Engaged in data mining through extracting information from literature reviews and utilized PivotTable to analyze data.

# EDUCATION

**IBM Data Science Professional Certificate September 2020 – Present**

Coursera

**Certified Associate in Project Management (CAPM) December 2017 – May 2018**

Project Management Institute

**Master’s Degree in Global Business September 2015 – June 2017**

University of Victoria (Victoria, B.C.), Montpellier Business School (Montpellier, France),

Sungkyunkwan University (Seoul, South Korea)

**Master’s Degree in Business English September 2012 – June 2015**

Tianjin University of Finance and Economics, Tianjin, China