

MICHELLE BETTY YANG

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EDUCATION

Honours Bachelor of Commerce, Level 3

Sept 2019 - Present

DeGroote School of Business, McMaster University, Hamilton, ON

- Area of Focus: Marketing
- Expected Completion Date: April 2023

RELEVANT EXPERIENCE

Communications Intern

May 2021 - August 2021

dentsu Canada – Toronto, ON

- Developed and structured a communications plan with the VP of Communications to provide a North American-wide platform that increased internal and external engagement cross-functionally
- Partnered with the Cannes Lions Festival team to ensure agency participation resulting in increased engagement through interactive promotional content
- Created lasting work partnerships with the Diversity Equality and Inclusivity and HR & Wellness teams to provide communications support value-based initiatives such as Pride Month and Indigenous Peoples Month
- Launched Teams channels for targeted audiences and purposes, created supporting content in forms of blog posts, thought leaderships, newsletters, and threads that fostered a safe environment for company-wide involvement

Creative Strategy Marketing

Oct 2020 - Present

Canada's Next Top Ad Exec, Hamilton, ON

- Effectively marketed CNTAE's brand new virtual platform: the Canadian Marketing League, and received over 200 submissions from marketing students across the nation
- Identified trends in prospective applicants and utilized targeting techniques to successfully increase Instagram following by 80%
- Efficiently collaborated directly with Canada Post to execute a Direct Mail Campaign across Canada, sending out 200+ letters to prospective participants
- Built working relationships with Learning Partners such as Microsoft, McDonald's, and General Motors by pitching and securing sponsorship dollars

Campaign Specialist and Digital Marketing Intern

July 2020 - Present

Autism Speaks Canada, Toronto, ON

- Created digital assets using Adobe Illustrator and lead marketing campaigns such as Yonge-Dundas and Toys R Us Direct Mail that increased overall performance on social platforms as well as the awareness of the cause
- Successfully organized information to create Campaign Breakdown PowerPoints that allowed national leading sponsors to visualize the impact their contributions made

VOLUNTEER EXPERIENCE

Crisis Text Responder

Aug 2020 - Present

Kids Help Phone x Crisis Text Line

- De-escalated KHP texters in crisis utilizing risk assessment and conversational techniques, completed 36+ hours of training which resulted in learning how to deal with situational texters (suicidal, depressed)

English Teacher

June 2019 – Aug 2019

Chu Tien Elementary School, Pingtung, Taiwan

- Created engaging lesson plans and activities to teach English to an all Mandarin-speaking class completed one week of teaching training and educated over 30 underprivileged young students

ACHIEVEMENTS

Top 3 Finalists – *Queen's Young Entrepreneurship Challenge*

Finalist Leadership in Marketing Award – *Junior Achievement Central Ontario*

Gold Standard Award – *MusicFest Canada (jazz band and drumming)*