

Winston Zhang

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Marketing Specialist

Phone: +61 416 501 561

Work Experience

Marketing Assistant

December 2020 – Current

Device Deal – Vermont, VIC

- Planned, managed, and coordinated all social media channels, driving growth by over 2000% on major platforms
- Created high-conversion landing pages optimised for SEO, increasing overall users by 148%, total sessions by 124% and revenue by 0.7% in the YTD
- Increased YouTube subscribers by over 15 times to create an income stream averaging \$350 per month in advertising revenue
- Developed marketing collateral for key strategic partners, supporting over \$15,000 of marketing development funds
- Set up targeted email marketing campaigns with Mailchimp to an audience of over 48,000 subscribers
- Met with vendor partners to discuss marketing opportunities, targets, and objectives

Agency Internship

October – November 2020

Realize Online – Prahran, VIC

- Collaborated with marketing, account and development managers on issues surrounding clients (branding, website design and user experience, etc.)
- Assisted the marketing manager to prepare KPI reports for clients
- Supported the team to draft emails and write in-house marketing collateral

Skills

- SEO-certified (HubSpot)
- Social Media Marketing
- Google Analytics
- Mailchimp
- HTML, CSS, and JavaScript
- Website Design
- Photoshop
- Email Marketing

Education

The University of Melbourne

2018 – 2020

B.A. (Media & Communications and Sociology)

- Subjects: marketing communication, internet communication, research methods