

Yuanda Wang
Telephone: (613) 413-6185
Email: wangy271@mcmaster.ca
Portfolio: yuandawang.wixsite.com/home
56 Grammercy Park, Ottawa, ON, K2C 4E4

Education

Bachelors of Science: Honours Psychology, Neuroscience, and Behaviour Anticipated 2020 Graduate
McMaster University, Hamilton, ON

- Pursuing minor in commerce
- High achieving student: Current GPA of 10 (3.7, A-)

Digital Marketing Experience

Shopify eCommerce brand (monadashop.com) January 2018 – Present

- Created engaging video and photo advertisements for social media ad platforms
- Generated positive ROI through Instagram marketing and Google search ads
- Optimized landing page for conversions with psychological tactics and emotional copywriting
- Created professional looking online store using the Shopify platform and custom coding
- Grew Instagram following to over 1500 and grossed over \$3000 in revenue over 4 months

Professional Experience

Bytown Brigantine June 2018 – August 2018
Registrar Assistant

- Designed emotion invoking social media and marketing content using Canva
- Used persuasive speaking and sales tactics to close potential summer camp leads
- Improved copywriting skills through writing sales emails and letters to the mailing list
- Listened to customers and utilized product knowledge to answer questions

Edible Arrangements (Ottawa Centre-town Franchise) May 2018
Contract Digital Marketing Assistant

- Ran Facebook marketing campaign for product launch and local event
- Tested and brainstormed multiple audience targets and persuasive angles
- Designed appealing visual advertisements using Photoshop and Canva
- Analysed data and maximized budget efficiency by turning off underperforming ads

Vector Marketing May 2017 – August 2017
Recruiting Assistant

- Applied proper phone etiquette and a professional tone during outbound and inbound calls
- Exceeded booking standards and minimums
- Increased efficiency of text message campaign through finding a better software

Community Involvement

Brain Injury Services September 2017 – April 2018

- Volunteer companion to individual client with brain injury that causes proactive amnesia
- Provided music therapy through playing guitar and singing for the client
- Follows a reinforcement program to gradually get the client familiar with drumming hand motion

Qualifications & Skills

- French: Functional proficiency, Certified independent French speaker (DELFI B1)
- Functional proficiency in Microsoft Software suite, Adobe Suite (Photoshop, Premiere & Illustrator)
- Functional proficiency in HTML and CSS coding and Shopify Liquid code
- Certificate: First Aid and CPR C
- Knowledge and understanding in media buying: Facebook Ads, Google Ads
- Strong analytical skills: analysed data from marketing campaigns to improve results