

Yuanda Wang

Digital Marketer

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Education

B.Sc Psychology, Neuroscience, and Behaviour

Anticipated 2020 Graduate

McMaster University, Hamilton, ON

- Pursuing minor in business
- 3QQ3 research student in the McMaster LiveLAB

Digital Marketing Experience

Shopify eCommerce brand (monadashop.com)

January 2018 – September 2018

Self-run

- Grew Instagram Following to 1500 followers and grossed over \$3000 in revenue
- 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
- Ranked in top 5% of Shopify stores launched at the same time

Edible Arrangements (Ottawa Centre-town Franchise)

May 2018

Digital Marketing Strategist

- Efficiently spent small marketing budget to generate over 100 leads and significant store traffic
- Tested and brainstormed multiple audience targets and persuasive angles
- Designed appealing visual advertisements using Photoshop and Canva

Professional Experience

Bytown Brigantine

June 2018 – August 2018

Registrar Assistant

- Used strong verbal communication skills to close high-ticket sales over the phone
- Designed emotion invoking social media and marketing content using Canva
- Improved copywriting skills through writing sales emails and letters to the mailing list
- Listened to customers and utilized product knowledge to answer questions

Vector Marketing

May 2017 – August 2017

Recruiting Assistant

- Double efficiency of new recruiting campaign by incorporating a text message software on the computer
- Applied proper phone etiquette and a professional tone during outbound and inbound calls

Qualification & Skills

- Certified independent French speaker (DELF B1)
- Intermediate proficiency in Adobe Photoshop, Illustrator, and Premiere Pro
- Intermediate proficiency in HTML, CSS, and Liquid coding
- Intermediate proficiency in IBM SPSS and Pure data
- Advanced proficiency in Google Ads and Facebook Ads platforms for customer acquisition

Volunteer Work

Brain Injury Services

September 2017 – April 2018

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