

# Yuanda Wang

Social media marketing that brings results.

Phone: (613) 413 6185

Portfolio: <https://yuandawang.ca>

Email: [wangy271@mcmaster.ca](mailto:wangy271@mcmaster.ca)

Linked In: <https://www.linkedin.com/in/yuandaw>

## 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 (luxeadapter.com)**

November 2018 – Present

*Self-run*

- Grossed over \$10,000 in revenue to date
- Generated positive ROI through Instagram marketing and Facebook ads
- Optimized landing page for conversions with custom code and emotional copywriting
- Broke into a very competitive market by using strong branding and a unique brand message
- Created custom high-converting video and photo ads

**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

---

**Wize**

November 2018 – Present

*Marketing Representative*

- Generated leads and awareness for Wize course prep by talking to students and handing out marketing material

**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, Facebook Ads, and Influencer marketing campaigns