

Yuanda Wang

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profile

Proven history of generating revenue, engagement, and conversions through digital marketing

skills

- Social media growth
 - Copywriting
 - Social media marketing
 - Facebook Advertising
 - Influencer Marketing
 - Google Search Advertising
 - Graphic design
 - Video editing
 - Website design
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marketing experience

Cannabis OneFive June 2019 – Aug 2019
Sales & Marketing Intern

- Increased website leads by 200% through redesigning key landing pages and using Google Analytics to restructure the navigational flow
- Populated sales pipeline with high quality prospects, leading to 5 client deals
- Designed stunning marketing materials that enhanced brand presence

Luxeadapter.com Nov 2018 – Apr 2019
Founder

- Executed viral advertising campaigns using Instagram to aggressively grow sales
- Generated over \$30,000 (USD) in revenue to date with a positive ROI
- Grew Instagram following to over 10,000 followers

Edible Arrangements May 2018
Digital marketing contractor

- Generated over 100 leads and store traffic with a small budget using Facebook Advertising
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education

Bachelor of Science in Psychology, Neuroscience, and Behavior Sept 2016 – Apr 2020
McMaster University, Hamilton, ON

certificates

Google Ads Fundamental and Search Advertising May 2019 – May 2020

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other experiences

Wize Nov 2018 – Mar 2019
Marketing Representative

- Generated leads and awareness for Wize course prep material

Bytown Brigantine June 2018 – Aug 2018
Registrar Assistant

- Used strong verbal communication skills to close program sales over the phone
- Completed administrative tasks with a high degree of accuracy
- Updated WordPress website with custom made promotional material

Vector Marketing May 2017 – Aug 2017
Recruiting Assistant

- Doubled efficiency of a new recruiting campaign through suggesting a text messaging software
- Consistently exceeded daily recruiting quota and regularly ranked as top recruiting assistant of the day

Frank & Oak June 2016 – July 2016
Sales Associate

- Increased floor sales by providing exceptional customer service
- Collaborated with a team to organize and set up the store front

technical skills

OS/Platforms: Mac OS X, Windows 95/98/XP/Vista/7/8/10

Web: HTML, Shopify, Wordpress

Applications: Dreamweaver, Photoshop, Creative Suite, Word, Excel, PowerPoint, Wondershare Filmora