



CAMELLIA YANG

MARKETING AND COMMUNICATIONS PROFESSIONAL

EXECUTIVE PROFILE

I am familiar with both Western and Chinese business cultures and can give multinational corporations a distinct advantage in opening and growing their international markets. I specialise in developing marketing and communication strategies and marketing/PR campaigns to attract and engage with customers and stakeholders with a decade of experience in the industry.

AREAS OF EXPERTISE

- Strategic Planning
- Storytelling and interviewing
- Video/Podcast/Multimedia production
- Event/community management
- Project management
- Public speaking
- Skilled interpreter and translator, fluent in Mandarin and English

CONTACT DETAILS

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EDUCATION HISTORY

Postgraduate Diploma in International Communications
Unitec Institute of Technology, New Zealand
2010- 2012

Bachelor of Arts: English Literature and International Business
Shandong University of Finance and Economy, China
2007- 2010

REFEREES

References are available on request

EMPLOYMENT HISTORY

DIGITAL COMMUNICATIONS MANAGER

Westpac New Zealand | December 2015 - July 2019

- Managed Westpac bank's social media accounts
- Hosted workshops, seminars, and events for international high-value customers and governors
- Ran marketing campaigns (digital content and community events) for migrant community
- Worked as Chair of Westpac Cultural Employ Action Group to help build an inclusive and diverse company culture
- Handled media queries and seeded stories to local media
- Interviewed customers and wrote appealing stories for Westpac official blog - REDnews
- Project management: Chinese social media project, Cultural Breakfast series, Welcome to Auckland campaign

SOCIAL MEDIA SPECIALIST

Air New Zealand | July 2013 - July 2015

- Managed Air New Zealand's social media accounts
- Worked at Global Brand team and participated in several million-dollar-plus projects such as Air New Zealand Safety Videos, Middle Earth Tourism Campaign, Air New Zealand 75th Anniversary Campaign etc.
- Hosted media familiarisation journalists' groups both domestically and internationally, e.g. B787-9 Dreamliner revealing project at Seattle, USA
- Ran social and viral marketing campaigns on monthly bases
- Worked closely with other business units to develop China market strategy

MARKET COMMUNICATIONS ADVISOR

syENGAGE Ltd. | January 2012 - May 2013

- Increased credibility and client awareness by developing marketing collateral and presentations and public relations campaigns
- Executed Chinese-language social media projects, including blog posts, Weibo operation, and other content marketing materials
- Led Chinese social media training workshops to always improve client experience and improve content and delivery
- Planned and launched innovative, creative and effective communications campaigns

JOURNALIST AND EDITOR

Skykiwi.com | December 2010 - June 2012

- Wrote, edited and produced stories for multiple platforms, including website and social media channels
- Researched and wrote 20 pieces per week for Skykiwi.com homepage
- Evaluated and followed up on news leads and news tips to develop story ideas
- Followed through on beat sources, contacts and leads to gather information for stories