

Camellia Yang

Public Relations and Communications Professional

Currently living in Auckland, New Zealand but will relocate in London, UK this year

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Experience

Founder

Y Media Limited –17 Wakefield Street, Auckland

New Zealand

06/2017-- Current

- Verified Blogger and Weibo influencer (ID : 翊瑄Camellia)
- WeChat official account owner (ID: 理想屯 camelliayyx)
- Podcast host (ID:The CJ Show)

Digital Communications Manager

Westpac New Zealand Limited –16 Takutai Square, Auckland

New Zealand

12/2015 -- Current

- Manage Westpac Facebook, Twitter, Instagram, Weibo and WeChat account (100,000+ followers)
- Host workshops/seminars/events for international high valued customer and governors
- Run marketing campaigns (digital content and community events) for migrant community
- Act as Chair of Cultural EAG to help build inclusive and diverse company culture
- Answer media queries and seed stories to local media
- Interview customers and write appealing stories for company's blog
- Project managements: Chinese social media project, Cultural Breakfast series, Welcome to Auckland campaign

Social Media Specialist Asia

Air New Zealand –185 Fanshawe Street, Auckland

New Zealand

07/2013 -- 07/2015

- Managed Air New Zealand Weibo and WeChat account (280,000+ followers)
- Integrated digital media approaches with traditional marketing and brand campaigns, such as Hobbiton safety video promotion, Middle Earth tourism campaign, Chinese Moon Festival/Valentine's Day campaign etc.
- Hosted media familiarity journalists group both domestically and internationally
- Ran social and viral marketing campaigns on monthly base
- Worked closely with other business units to develop China market strategy

Market Communications Advisor

syENGAGE Ltd. – Level 3, 187 Queen Street, Auckland

New Zealand

01/2012 -- 05/2013

- Increased credibility and client awareness by developing marketing collateral and presentations and public relations campaigns
- Executing Chinese-language social media projects, including blog posts, Weibo operation, and other content marketing materials
- Lead Chinese social media training workshops to always improve client experience and improve content and delivery
- Planned and launched innovative, creative and effective communications campaigns, such as Ule.com social media campaign, which resulted in increasing online followers by 1600% within four months

Journalist and Editor

Skykiwi.com – Level 2, 228 Queen St, CBD, Auckland, New Zealand

New Zealand

12/2010 -- 06/2012

- Wrote, edited and produced stories for multiple platforms, including Internet 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

Head of the Media Department of Student Association

China

Shandong University of Finance and Economy – 7366 East Erhuan Road, Jinan, Shandong, China

11/2007 -- 11/2010

- Drafted and managed print, broadcast and online news designed to promote university's brand, image and values.
- Coordinated university news releases, media responses, press packets and placement of stories in campus trade publications.
- Planned and organized academic seminars, meetings and activities

Education

Postgraduate Diploma in International Communications

Unitec Institute of Technology Mt Albert campus, Carrington Rd, Mt Albert, Auckland, New Zealand

2012

Bachelor of Arts: English as an Additional Language

Unitec Institute of Technology Mt Albert campus, Carrington Rd, Mt Albert, Auckland, New Zealand

2010 -- 2011

Bachelor of Arts: Business English

Shandong University of Finance and Economy 7366 East Erhuan Road, Jinan, Shandong, China

2007 -- 2010

Skills

- Public relations
- Digital marketing/media solution
- Skilled interpreter and translator, fluent in Mandarin and English
- Storytelling and brand management
- Video/Podcast production
- Content creation
- Public speaking

Referees

Jo Brothers

Strategic Communications, Marketing, Engagement Manager
Panuku Development Auckland
Mobile: 021874705
Email: jo.brothers@gmail.com

Ian Steward

Senior Manager - Digital and Social Media
Westpac New Zealand
Mobile: 0272250269
Email: ian.steward@westpac.co.nz