



CAMELLIA YANG

CROSS-CULTURAL MARKETING COMMUNICATIONS PROFESSIONAL

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EXECUTIVE SUMMARY

I am a marketing and communications professional with over ten years of experience in various industries.

As a fluent speaker of Mandarin and English, I am familiar with both Western and Chinese business culture and digital marketing landscapes which can give organisations a distinct advantage in opening and growing their international market via digital channels.

I specialise in developing and executing marketing and communication strategy and PR campaigns to attract and engage with audiences and build up a multicultural community.

ACHIEVEMENTS

- Westpac Group Women of Influence 2018
- Interviewed hundred people from student, small business owners to government official and billionaires.
- Created Cultural Diversity and Inclusion program to enhance Westpac's brand reputation
- Grew Air New Zealand and Westpac social media channels from zero to hundred thousand followers across multiple channels in one year
- Invited by governments, universities and non-profit organizations to deliver speeches on women in leadership and social media marketing
- Managed and deployed profitable marketing and social media campaigns with different budget allowances and generated millions of PR impression

SKILLS

- Stakeholders/media relationship management
- Customer services
- Digital and social media marketing
- Cross-cultural communications
- Storytelling and interviewing
- Multimedia production
- Event/community management
- Project management

EMPLOYMENT HISTORY

Communications Manager

Soccerex Ltd. - Unit G, Taper Building, 175 Long Ln, London SE1 4GT 11/2019 - 06/2020

- Created and delivered a digital and social media strategic plan to grow Soccerex's market size.
- Liaised with existing media partners and develop new media relationships to ensure they are fed with content and are promoting Soccerex regularly through their channels.
- Created market-relevant, engaging content that can be shared via digital and social media channels.
- Worked closely with sales and operational units to put together event plans, timelines and working agendas for each event.

Digital Communications Manager

Westpac New Zealand Limited - 16 Takutai Square, Auckland, NZ 12/2015 - 07/2019

- Managed one of the biggest New Zealand Banks -- Westpac New Zealand's social media accounts, e.g. Facebook, Twitter, Instagram, Weibo, and WeChat
- Interviewed banking customers (businesses and individuals) and wrote appealing stories for Westpac official blog -- REDnews.
- Hosted finance and products related workshops, seminars, and events for international high-valued customers and governors.
- Project management and event management, e.g. Cultural Breakfast events, Welcome to Auckland Project, and AliPay/WeChat Pay project.

Social Media Specialist

Air New Zealand - 185 Fanshawe Street, Auckland, NZ 07/2013 - 07/2015

- Managed the world's leading airline company -- Air New Zealand's social media accounts, e.g. Facebook, Twitter, Instagram, Weibo, and WeChat.
- Worked at Global Brand team and participated in multimillion-dollar projects such as Air New Zealand Safety Videos, Middle Earth Tourism Campaign, Air New Zealand 75th Anniversary Campaign.
- Hosted media familiarization journalists' groups both domestically and internationally, e.g. B787- 9 Dreamliner revealing project at Seattle, USA.
- Ran social and viral marketing campaigns a monthly with record-high engagement rate and impressions, e.g. Taobao/Tmall Project, Chinese New Year.

Journalist and Editor

Skykiwi.com - Level 2, 228 Queen St, CBD, Auckland, NZ 08/2010 - 03/2012

- 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

ACADEMIC HISTORY

Postgraduate Diploma in International Communications

Unitec Institute of Technology 2012
Carrington Rd, Mt Albert, Auckland, New Zealand

Bachelor of Arts: English Literature and International Business

Unitec Institute of Technology 2010- 2012
Carrington Rd, Mt Albert, Auckland, New Zealand

Bachelor of Arts: Business English

Shandong University of Finance and Economy 2007- 2010
7366 East Erhuan Road, Jinan, Shandong, China