

YUNJING (HANNAH) ZHANG

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PROFESSIONAL SUMMARY

Mandarin-English digital marketer with a B.A. in Business English and experience in brand marketing, social media, original copywriting, community engagement, web/SEO, and cross-cultural audience strategy in Canada and China. I manage a 479-member Calgary Chinese community and grew RedNote, a Chinese social platform, to nearly 5,000 followers and 56,000+ likes and saves, alongside 35+ brand partnerships including Huawei and T&T Supermarket.

SKILLS

- Copywriting & Content: Original English and Chinese social copy, website copy, Mailchimp email/newsletter content, CTA and landing-page copy, StoryBrand storytelling, bilingual localization
- Website & SEO: WordPress, HTML/CSS, Yoast SEO, SEO blog publishing, keyword research, on-page SEO, website optimization, Google Analytics (GA4)
- Digital Campaigns & Email: Google Ads Search, PPC advertising, Mailchimp, content calendars, campaign planning, program promotion, community outreach, fundraising communications support
- Creative Production: Canva, Adobe Photoshop, photography, short-form video shooting/editing, graphic design, visual storytelling
- Social Media & Community Engagement: RedNote, Instagram, TikTok, Douyin, WeChat Official Accounts, event promotion, audience engagement, community management
- AI-Assisted Marketing: Human-written original drafts first; AI used for research, ideation support, multilingual adaptation, content repurposing, SEO/AEO/GEO, campaign analysis, and workflow optimization
- Data & Reporting: Excel, Power BI, social media analytics, campaign performance reporting, audience feedback analysis
- Cross-Cultural Marketing: Mandarin-English localization, Chinese and North American audience strategy, influencer/KOL coordination, brand strategy and trend research

PROFESSIONAL EXPERIENCE

Freelance Content Creator

Jan 2021 – Present

PAWFUN Media, Calgary, AB (Remote)

- Grew RedNote to nearly 5,000 followers and 56,000+ likes and saves through original Chinese-language content, platform-native storytelling, and practical local information designed to earn saves and repeat discovery.
- Partnered with 35+ brands across Canada and China, including T&T Supermarket, Huawei, SHEIN, TEMU, Snaplii, and Vancouver Comedy, on sponsored content campaigns
- Selected as the exclusive Calgary creator for T&T Supermarket's Chinese New Year campaign and sole Calgary promoter for Vancouver Comedy events
- Manage a 479-member Calgary Chinese community group, moderating discussions, identifying audience needs, and building community engagement and trust.
- Write original platform-native copy in English and Chinese; plan, shoot, and edit short-form video and lifestyle photography; adapt hooks, narrative structure, visuals, and CTAs to each channel's audience behaviour.
- Create copy across social posts, website/landing-page content, and email/newsletter formats; use AI only after the original human draft for research, polishing, adaptation, and analysis.

Administrative Intermediate

Nov 2018 – Mar 2020

Ernst & Young (EY), Shanghai, China

- Coordinated across departments and with colleagues in the United States, Japan, France, and China, working almost entirely in written English — email was the record of every process step, so clarity and accuracy in writing were the job itself.
- Ran several workstreams at once inside a large firm's fixed procedures — meetings, documentation, billing and expense workflows, internal requests — keeping each on schedule and to standard.
- Prepared, formatted, printed, and organized reports, proposals, and bid materials with strong attention to accuracy, confidentiality, and deadlines.

Brand Marketing Specialist

Aug 2016 – Oct 2018

Shanghai Ninghe Environmental Technology Co., Shanghai, China

- Assisted the marketing manager in developing long-term brand strategy, shaping the brand story, values, and positioning
- Wrote and published original content for the company's WeChat official account; photographed company events, maintained comment engagement, and supported brand storytelling across digital and event materials.

- Coordinated with designers to produce the brand logo, product manuals, and promotional posters
- Planned and executed online and offline marketing activities, including trade shows, industry association events, and partner liaison
- Provided project management support across marketing initiatives, tracking timelines and deliverables

VOLUNTEER EXPERIENCE

Social Media Volunteer / Content Creator

2025 – 2026

Taste of Asia Calgary, Calgary, AB

- Supported Taste of Asia Calgary for two consecutive years through event photography, short-form video, original social copy, and community-focused promotion.
- Created and published content across RedNote, Instagram, and TikTok for local and Chinese-speaking audiences, adapting copy, visual hierarchy, and platform format rather than relying on direct translation.
- Developed a repeatable five-question event-content framework to capture food, lineups, prices, programming, and atmosphere - turning field coverage into a system that can be reused for future event promotion.

Marketing Assistant Jul – Sep 2026

Canadian Immigrant Women's Association (CIWA), Calgary, AB

- Developed and executed digital marketing strategies to promote a custom product brand.
- Created marketing content and managed social media accounts to increase online visibility and engagement.
- Managed branding, product positioning, and promotional campaigns.
- Conducted customer engagement activities to build brand loyalty.
- Analyzed customer feedback to improve marketing messaging and product offerings.
- Working in a four-person team to produce a six-asset social media campaign - one infographic, two carousels, and three reels - promoting CIWA's Culinary Skills Training to prospective participants, for delivery September 2026.
- Writing the bilingual scripts and captions, shooting the photography and video, and editing the reels - carrying assets from concept through to final file.
- Filming "Day in the Life" reels from a current student's perspective, using real participants rather than stock imagery so the program is recognizable to the women it serves.
- Building each asset to platform specification and holding one brand voice and visual standard so the six pieces read as a single campaign.

SELECTED WRITING & MARKETING PROJECTS

Bilingual Copywriting & Localization | Italian Centre Shop / Canada Day | 2026

- Developed separate English and Chinese narratives when cultural context or platform reading behaviour required different hooks, pacing, and practical detail; avoided direct translation as the default.

Content Systems & Event Storytelling | Taste of Asia Calgary | 2025-2026

- Turned recurring audience questions into a five-question event-content framework covering food, lineups, prices, programming, and atmosphere; published the framework as professional LinkedIn writing.

AI Marketing Thought Leadership | LinkedIn | 2026

- Wrote "What Systems Thinking Changes for Marketers," connecting Netflix's systems-thinking approach to reusable marketing templates, tone rules, and checklists; positioned AI as workflow support rather than a substitute for original writing.

EDUCATION

Bachelor of Arts in Business English

Huaiyin Institute of Technology, China | Sep 2012 – Jun 2017

CERTIFICATIONS

Digital Marketing Training (300 Hours) — Canadian Immigrant Women's Association (CIWA)

Jul 2026 – Sep 2026

(Branding, StoryBrand, HTML, CSS, WordPress, Yoast SEO, PPC Advertising, Mailchimp, Social Media, Google Analytics, Excel, Power BI)

Google Analytics Certification

Aug 2026

Google Skillshop

Google Ads Search Certification

Aug 2026

Google Skillshop

Asana Workflow Specialist Certificate

Aug 2026

Asana Academy

Campaign Management Skill Badge

Aug 2026

Asana Academy

Photoshop – from Beginner to Pro (28 hours)

Aug 2026

GoSkills.com

Google AI Professional Certificate

May 2026

Google Career Certificates (Coursera)