

Rita Wang

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EDUCATION

Master of Marketing Communications **Jul 2022 - Present**

The University of Melbourne

79/100

- Strategic Content Creation (89/100)
- Integrated Marketing Communication (86/100)
- Marketing & Media in a Global Context (83/100)

Bachelor of Hotel and Tourism Management

Jul 2020 - Jun 2022

University of Queensland

Management 5.875/7

- Consumer Behaviour (6/7)
- Strategic Planning and Management (7/7)
- Foundation of Advertising (7/7)
- Service Management (7/7)

RELEVANT EXPERIENCE

Marketing Assistant

May 2023 - Present

Innofocus Photonics Technology, Melbourne, VIC

- Produced marketing collateral, such as product manuals, social media posts, and pull-up banners, resulting in a 20% increase in online engagement and brand visibility.
- Successfully crafted award applications, including the development of application materials and liaison with key stakeholders, leading to the company receiving multiple recognition such as Australian Made Award 2023.
- Orchestrated event planning and project management activities, streamlining resources to drive the efficient creation of marketing materials.
- Updated company website structure using WordPress.
- Spearheaded the coordination and assistance for over 40 visitors during Australia's Premier Manufacturing Solutions Event 2023 and Victorian Manufacturing Showcase 2023, delivering critical product information and showcasing cutting-edge technology to government and industrial partners. This engagement contributed to strengthened relationships and potential business opportunities.

Account Executive Intern

Dec 2021 - Mar 2022

Publicis (Beijing) Cultural Communication Co., Ltd, Beijing, China

- Managed planning and execution of marketing campaigns. Assisted in coordinating collaborations between client (Nestle) and social media Key Opinion Leaders (KOLs), contributing to creation of over 10 script copies, resulting in a 20% increase in engagement on social media (RED). Collaborated in refining video shooting scripts, ensuring smooth production processes

- Facilitated daily communication and maintained records of client interactions and project progress. Communicated with clients and design department, ensuring smooth project flow. Authored communication briefs and meeting notes, demonstrating strong organisational skills
- Compiled social media data, providing valuable insights to team

Product Customization and Marketing Intern

Jun 2021 - Aug 2021

Beijing Mitu Cultural Communication Co., Ltd, Beijing, China

- Created engaging and compelling social media content, including graphics and texts. Generated RED social media image-text content, resulting in the new account receiving 3000+ likes and favourites in its first month
- Provided clients with customised travel planning deck proposals, including aesthetic design enhancements. Customised tourism products 30+, enhancing effectiveness of production
- Issued contracts and invoices 20+, maintaining accurate records

Teaching and Student Service Assistant

Beijing Lili Changping Technology Co., Ltd, Beijing, China

Feb 2019

- Assisted with teaching tasks and managed the daily life of students at an English educational institution.
- Managed students' food and safety, communicated with parents, and maintained an English teaching environment.
- Ensured cleanliness of classrooms.

Volunteer Marketing and Advertising Support

Sep 2018 - Jul 2020

BISU DAYIAIXIN Teahouse (Charitable Organization), Beijing, China

- Overall management of the company's official WeChat account. Co-authored and managed publication of over 20 engaging posts. The promotional post for the Double Ninth Festival tea donation campaign achieved twice the usual readership, resulting in donation of more than 130 cups of tea
- Designed visually appealing posters, flyers, and pull-up banners to support promotional activities. Designed and created more than 10 visually appealing posters, flyers, and pull-up banners

SKILLS

- Canva, Photoshop and other text-image design tools
- WordPress & plugins
- Fluent in English and Chinese Mandarin, facilitating seamless communication and collaboration
- Customer service-oriented mindset
- Strong organizational and time management skills
- Reliable team member with a proven track record of meeting deadlines and exceeding expectations
- Ability to multi-task and prioritise effectively, ensuring timely completion of projects
- Quick learner with a strong willingness to learn new concepts and technologies