

Collin Yeung

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Portfolio: <http://collinyeung.com>

SKILLS

- **Graphic Design:** Creative Direction, Illustration, Web Design, UI/UX Design, Typography, Innovation
- **Marketing:** Branding, Social Media, Advertising, Infographics, Communication
- **Multimedia:** Photography, Film, Video & Photo Editing, Animation, Motion Graphics
- **Tools:** Photoshop, Illustrator, Procreate, Canva, After Effects, Premiere Pro, HTML, Microsoft Office, Google Suite

EXPERIENCE

Vice President of Marketing / UWVSA (*University of Waterloo Vietnamese Student Association*)

NOVEMBER 2023 - CURRENT

- Develop compelling content for social media platforms, effectively increasing awareness and engagement, resulting in an **100%** increase in post-engagement and **900+** new followers. (**Photoshop, Procreate, Canva**)
- Coordinate post rollout schedule and strategies on Instagram (**@uwvsa**) collaboratively with the team, aligning with club events.
- Creatively direct the club's visual rebrand, providing an eye-catching theme while maintaining key elements of Vietnamese culture

Marketing Coordinator / Anytime Fitness

SEPTEMBER 2024 - DECEMBER 2024

- Coordinated promotional events and executed social media graphic and video campaigns on Instagram and TikTok, resulting in a reach increase of **150%** and lead generation of **60%**.
- Developed and managed a content calendar, ensuring consistent and strategic posts which aligned with marketing goals.
- Managed and maintained Google My Business reviews, monitoring insights to boost local SEO rankings.
- Pulled and analyzed marketing analytics to measure campaign performance and pivot future strategies, increasing conversion rates by **15%**

Marketing and Communications Coordinator / Frank Forrester Art

MAY 2024 - JUNE 2024

- Planned promotional campaigns and collaborated with influencers, monitoring performance metrics to drive traffic and boost sales, resulting in increased brand awareness and customer loyalty. (**Advertising, Communication**)
- Conducting extensive market research through trend analysis and customer preferences to identify key opportunities for a **20%** sales growth
- Optimize website and social media platforms through comprehensive audits, implementing improvements to enhance brand visibility and engagement for a **30%** increase in engagement. (**Social Media, Branding**)

Marketing Intern / Sylvan Learning

JULY 2023 - AUGUST 2023

- Grew revenue by **12%** through comprehensive research on pricing models and promotional strategies of rival brands, refining Sylvan's approach for a competitive market stance and strategic adaptation.
- Investigated strategic advantages of competitor center locations, gathering insights for potential site selections and understanding regional market dynamics.
- Conducted a comparative analysis of social media strategies, providing recommendations to enhance engagement, reach, and brand loyalty on digital platforms by **40%**.

EDUCATION

Global Business and Digital Arts / University of Waterloo

SEPTEMBER 2022 - CURRENT

- Seamlessly blending business acumen with digital arts expertise with industry-standard software and tools in coursework such as **Digital Imaging, Marketing, Digital Culture, User Experience Design & Research, Global Development & Business, and Project Management**