**Michelle Wang**

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**PROFILE**

Experienced multi-media content creator with project management skill sets.

Love to work on ideas and nothing is more satisfying than seeing an idea coming through; natural thirst for knowledge; passion for positive change; work well without close supervision; proven multi-tasking skills in a fast-paced working environment; strong relationship-building skills with both internal and external stakeholders.

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| * Business Communication
 | * Analytical and data skills
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| * Multimedia Content Development
 | * Tech Savvy
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| * Project Management
 | * Bilingual (Mandarin and English)
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Technologies: Articulate Storyline, Adobe XD, Adobe Illustrator, Microsoft PowerPoint, WordPress, Wix, Adobe Photoshop, Premiere Pro, After Effect, Camtasia, etc.

**RELATED EXPERIENCE**

**Marketing Specialist**

Aareas Interactive Inc. (B2B) Toronto, ON **August 2021 – Present**

*Responsible for creating digital content and executing other marketing initiatives*

* Coached marketing intern, analyzed training needs and devised plans to optimize productivity
* Worked with business partners to educate and engage potential clients with video content
* Delivered the project to plan and prepare for exhibiting at international trade show, achieving beyond the objectives within a limited timeframe

**Video Content Strategist**

(Personal Project) Toronto, ON **March 2021 – July 2021**

*Responsible for helping coaches communicate more effectively and efficiently with video content*

* Developed video communication coaching program and worked with 3 beta clients at 1:1 online live training session for 10+ hours
* Created ebook, landing page and thank-you page with videos for lead generation funnel

**Course Producer/Digital Marketing Specialist**

Train & Get Hired Ltd. (B2C) Toronto, ON **September 2020 – February 2021**

*Responsible for producing course content and executing marketing plans*

* Redesigned old course with 30+ videos for more engaging learning experience
* Created home studio setup guide, script template to facilitate communication and course production with the subject matter expert remotely
* Designed masterclass as a marketing/sales vehicle, from creating landing pages and drafting email copies, to preparing presentation framework and providing feedback

**Social Media Content Creator/Manager**

(Personal Project) Toronto, ON **April 2020 – August 2020**

*Responsible for creating and managing social media accounts of Charlie (my rescued dog)*

* Managed Instagram account, gaining first 250+ followers within 3 months organically and achieving 20.3% engagement rate, average 50 likes, 4 comments and 120 play times per post
* Created content strategies for better account growth rate and engagement; Reached out to relevant accounts for collaboration and featuring

**Digital Marketing Specialist/IT Training Coordinator**

Meritigroup Ltd. (B2C), Markham, ON **October** **2017 – March 2020**

*Responsible for executing marketing plans with technologies and conducting IT-related trainings*

* Conducted company-wide training for transitioning to the new CRM; Created dozens of valuable training documents (e.g., end-user cheat sheet and how-to video tutorials) which led to lower support inquiries and more end-user autonomy
* Consulted/trained business partners for their AdWords campaigns and website maintenance in terms of strategies and best practices
* Produced promotion video for sponsored event and YouTube channel videos in-house, saving close to $10,000; Created/curated content over 70 posts on WeChat official account, generated 8% subscriber increase; Built 5+ websites with HTML, CSS, and website building platforms; updated website content when needed
* Managed outside vendors (freelanced designers), including controlling costs by quoting different vendors and reducing risks by setting up proper expectations upfront

# Workshop Designer/Project Manager May 2017 – August 2017

Enactus Canada (George Brown College), Toronto, ON

* Planned and executed demo workshop with 18 participants, 95% were willing to join the following workshops
* Designed a board game to learn project management fundamentals, professors began to use it as in-class activities
* Developed pre-test and post-test questionnaires to gain insights for further improvement, which became the benchmark for other training workshops
* Created online lessons to equip trainees with theories that would be practiced in the workshop

**EDUCATION**

**Learning Path Certification, Become an Instructional Designer August 2022**

LinkedIn Learning, Online

**Certificate, Honours Project Management January 2017 – August 2017**

George Brown College, Toronto, ON

**B.A., Business/Trade English September 2011 – July 2015**

Jilin University of Finance and Economics, China