

YI DI ANNA ZHAO

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Summary

Passion-driven protagonist-wannabe with 7+ years of practical experiences specializing in customer engagement and digital marketing. Drives audiences and boosts engagement with dynamic graphic design and digital campaigns. Motivated photographer with creative energy hoping to capture compassion, dedication, and care.

Skills

- Project coordination
- Social Media Marketing
- Creative Design
- Multi-Tasking
- Photography
- Interpersonal Skills
- Languages
- Solution-oriented thinking
- Detail-oriented
- Interior Design

Professional Experience

Business Development & Marketing Manager

July 2017 – Present

Toronto SNAP

Toronto, ON

Toronto SNAP is a Toronto-based Marketing Agency aims to develop a diverse range of work including brand identity, art direction, environmental design, packaging, and interactive design

- Established and managed social media platforms and initiated social media campaigns with local kols
- Restructured and delivered strategic marketing campaigns to trigger emotional engagement, social sharing, and time-sensitive action with targeted audience
- Led, monitored and coordinated the team to provide remarkable campaign management by improving efficiency and eliminating waste
- Optimized website pages and social media platforms with relevant keywords, improved formatting and readability, increased engagement rates by 35%
- Generated case reports on each project to track audience engagement rates with data, identified most successful theme lines, send times and templates
- Assessed email bounces to remove invalid and irrelevant contacts, boosting deliverability
- Created and revised digital strategy and delivery approaches to generate timely and innovative operation plans

Project Coordinator

July 2016 – July 2017

Asia Star Media Corp.

Toronto, ON

- Coordinated activities, led projects and managed expectations through planning, creative development and execution of all phases of a project including the 2016 New York Fashion week Show Shooting.
- Worked closely and led a diverse and talented group of designers and managed outside partners like programmers, videographers and other digital services not offered in house.
- Developed a positive and partnering relationship with assigned accounts and monitored the overall management of assigned projects/accounts.

Extracurricular Experience

Founder/Photographer

July 2023 – Present

Flipped Studio-@flippedstudioca

Toronto, ON

- Strive to have a positive impact on other people and the world around them by documenting all valuable memories

- Schedule, film and Edit original photos and provide tailored edited images to each client
- Enjoying the sense of joy and fulfillment when helping people capture the limited edition of themselves

Content Creator

2016 – Present

Instagram/Red Book-@annazfor

Canada

- Try to Love life and love myself, document every day's little bliss and share them with the world for positive impact

Education

Bachelor of Commerce

2012 – 2016

University of Toronto

Toronto, ON

Rotman Commerce, Graduate 2016

- Specialization in Public Accounting
- President's Entrance Scholarship Program (2012)

Eric Hamber Secondary School

2010 – 2012

- Graduate with 96% average over top 5 courses

Vancouver, BC

Additional Information

- **Interior Design skills developed while growing as a home/interior blogger**
- **Competent skills in Website Design**
- **Personal interests in Photography, fashion, cooking, and music (Piano, ukulele, guitar)**
- **Ability on fluent communication in English, Korean and Mandarin**
- **A huge People-Lover with too much love to share**