

ZHIYI ZUO

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Summary

Results-driven marketing professional with a strong background in integrated campaign execution and data-driven decision-making. Proven ability to manage cross-functional projects, enhance brand positioning, and drive impactful marketing strategies that foster revenue growth and consumer engagement.

Skills

- Social media marketing
- Content creation
- Campaign management
- Influencer marketing
- Strategic planning
- Brand strategy

Experience

05/2024 - 08/2026

Liuyishou
International
Management
Richmond, British
Columbia

Digital Marketing Supervisor

- Led social media marketing for multiple restaurant brands across 10+ North American markets, producing viral content that generated 10M+ views and over 200K likes and shares respectively.
- Developed and executed integrated campaigns from consumer insight and creative strategy through activation and performance analysis, driving at least 15% revenue growth at participating locations.
- Executed influencer marketing, paid social, SEO, media relations, brand partnerships, and celebrity-driven campaigns across North America, enhancing brand visibility and engagement.
- Managed marketing operations and cross-functional projects, leading market research, competitive analysis, and brand positioning to support leadership with new business planning and opportunity assessments.

Project Highlights:

- Big Eater Challenge: Led creative strategy and multi-location execution, generating 10M+ cross-platform views, and becoming one of the most influential marketing initiatives.
- Richmond "Muscles + BBQ Night" Pop-Up: Generated 300K+ views and 10K+ engagements and shares while sparking widespread local conversation.

03/2023 - 10/2023

TopLaner
Dallas, TX

Social Media Marketing / Co-Founder

- Established North American TikTok live-commerce operation, overseeing U.S. host recruitment, training, livestream scripting, product sourcing, merchant partnerships, TikTok Shop setup, and daily operations.
- Co-developed paid knowledge product with China-based team and independently designed 12-session RedNotes business course for overseas Chinese merchants, including curriculum, presentation materials, and instructor scripts.

02/2022 - 06/2022

Saatchi & Saatchi
Shanghai, China

Planning Intern

- Supported brand strategy and product communication by conducting consumer insights, industry research, competitive analysis, case studies, product analysis, and developing strategic proposals.
- Contributed to vivo V25 Southeast Asia launch and Porsche China's social media content, collaborating on Porsche x Rimowa partnership, managing crisis communications, and participating

in new-business pitch for SAIC Volkswagen ID. series.

- 09/2021 - 12/2021
Bytedance
Shanghai, China
Human Resources Intern
 - Executed recruitment for full-time employees and interns in sales and marketing at Dali Education, processing over 300 resumes and issuing more than five offers.
 - Collaborated with business department and recruitment centers to comprehend strategies and operational conditions.
 - Analyzed and aligned recruitment needs with talent profiles, enhancing resume screening pass rate.
- 05/2020 - 05/2021
Zaihui 再惠
Shanghai, China
Assistant Manager of Operations
 - Launched creator and KOL programs, attracting over 500 users and generating 30% incremental revenue for department.
 - Developed new-business proposals, market analysis reports, project plans, and budgets; coordinated cross-functional execution, recruitment, and performance management to enhance internal operations.
 - Supported TikTok content teams across Shanghai, Zhejiang, and Southwest China by developing audience-growth and revenue targets and refining content direction; all three regional teams exceeded their targets by 20%.
- 12/2018 - 02/2020
EasyTransfer
Berkeley, CA; Seattle, WA (remote); Beijing, China
Regional Sales Manager
 - Conducted financial analysis to enhance regional sales volume and develop marketing ROI.
 - Recruited campus ambassadors and marketing/media interns, establishing KPIs and evaluation criteria.
 - Designed and facilitated training programs on product knowledge and social media content for 80 employees.
 - Tripled sales of Berkeley campus market as campus ambassador from Q4 2018 to Q2 2019.
 - Managed a group of 25, achieving second prize in the sales department as group leader from Q1 to Q3 2019.
 - Promoted to regional sales manager, overseeing US East Coast team of 60 employees from Q4 2019 to Q1 2020.

Education and Training

- 05/2023
Washington D.C
Master of Arts in Digital Communications And Media
The Johns Hopkins University
- 05/2019
Berkeley, CA
Bachelor of Arts in Media Studies
University of California, Berkeley