

Yumeng Zhang

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Skills

Photo Editing	
Photography	
Design	
Social Media marketing (Instagram, Facebook, TikTok, Wechat, RED)	

Software

Microsoft Office (Excel, Word, PowerPoint)	 Excellent
Adobe Suite (Photoshop, Illustrator, InDesign)	 Very Good
Procreate	 Very Good

Languages

Chinese	 Excellent
English	 Very Good
French	 Basic

Work History

2021-03 - Current

Social Media Marketing Intern

Fine And Flux, Montreal, CA

- Contributed to mock-ups, email campaigns and social media content.

- Supported branding, digital marketing messaging and advertising campaigns by engaging with followers on various social media platforms.
- Collaborated with team members to help expand marketing channels.
- Created informative and entertaining posts for client's Red and Instagram pages.
- Analyzed trends in social media posts and followers to maximize views.

2021-03 - Current

Operation Staff

Zara, Montreal, CA

- Solved problems timely and effectively, ensuring customer satisfaction.
- Readied items for sales floor stocking by affixing tags and preparing shelf labels.
- Managed inventory storage in clean and organized fashion.
- Assisted maintenance team with organizing and cleaning warehouse, stockroom and store near shift close.

2019-05 - 2019-09

Stylist

Albou Studio, Shenyang, China, China

- Monitored clothing trends to stay on top of fashions and better serve customer needs.
- Suggested treatments and styles to suit customers' appearance and desired look.
- Created memorable customer experiences by including special services such as head and neck massages during appointments.
- Increased Clothing sales by 15% by analyzing customer hair care needs and recommending courses of action to boost sales.

2018-05 - 2019-05

Sales Associate

San Studio, Shenyang, China

- Referred customers to various services by evaluating needs and providing recommendations.
- Provided pricing information to customers regarding specific products.
- Delivered high level of assistance by locating products and checking store system for merchandise at other sites.
- Acquired more than 50 new customers.
- Conferred with customers to understand needs and make targeted clothing recommendations.

2018-03 - 2019-01

Tattoo Designer

Personal, Montreal, CA

- Offered friendly and efficient service to all customers, handled challenging situations with ease.
- Created plans and communicated deadlines to ensure projects were completed on time.
- Worked with customers to understand needs and provide excellent service.
- Utilized photographs and sketches from customers to develop ideas.

2016-02 - 2018-09

T-shirt Designer and Marketer

Self-employed, Montreal, CA

- Created user interface design style guide in support of interactive game products.
- Completed fittings with models and customers and pinned garments for planned alterations.
- Created over 50 visual concepts either by hand or with assistance of computer programs in 2018.
- Managed customer expectations with open consultations and frequent communication.
- Kept team on task to complete orders according to deadlines.
- Maintained consistent use of graphic imagery in materials and other marketing outreach.
- Managing social media Marketing campaigns to cultivate brand awareness.



Education

2018-09 - Current

DEC: Fashion Marketing

LaSalle College - Montreal

2016-09 - 2018-09

Bachelor of Economics: Economics

Concordia University - Montreal

Two years completed towards Bachelor of Economics.



Extracurricular Activities

LaSalle College, Montreal, QC

- LaSalle College Fashion Show 2018 in budget team, stylist and host during show.
- Directed ticket holders to seats and facility locations.

Coursera Certificate

- Management of Fashion and Luxury Companies in Università Commerciale Luigi Bocconi



Interests

Styling

Tattoo Art

Oil Painting

Photography



Others

References Available Upon Request