

RACHEL ZHONG

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EXPERIENCE

Sales & Marketing Coordinator | *715 Motor Haus*

March 2026 - Now

- Supported inbound lead generation by creating listing content and supporting **email communications** through **HubSpot**
- Supported **email follow-ups** and basic campaign messaging using **HubSpot CRM**, maintaining consistent communication with leads across the pipeline
- Tracked lead activity and response patterns in **Excel** to identify gaps in follow-up and improve overall response consistency
- Coordinated daily communication, listing updates, and promotional messaging in a fast-paced environment, segmenting leads based on customer needs and inquiry types

Marketing Specialist | *Vansky*

June 2024 - August 2025

- Supported the creation and execution of marketing campaigns across social media and digital channels, writing and editing **campaign content** (website page, email, blog) to ensure consistent messaging across platforms
- Maintained **content calendars** and coordinated campaign deliverables using **Excel** and **scheduling tools**, supporting timely execution
- Tracked engagement metrics including CTR, watch time, and audience interaction using YouTube Analytics to support content optimization decisions
- Supported campaign promotion and content asset creation using **Canva** and **Figma**, aligning visuals with campaign messaging and brand voice

Content & Operations Specialist | *Sundek ProKitchen Supply*

January 2022 - March 2023

- Created marketing content and visual assets for product campaigns, supporting social media and sales communications
- Maintained content calendars and coordinated deliverables with sales and design teams to support campaign timelines
- Updated website content and sales materials (presentations, product sheets) to ensure consistent messaging across channels
- Monitored content performance and customer engagement trends using **Excel** and platform analytics to support campaign improvements

Marketing Coordinator (Internship) | *Guangdong Advertising Group Co., Ltd. (Mercedes-Benz Group)*

March 2021 - July 2021

- Conducted market research and audience analysis using **Google Trends** and **Statista** to support campaign planning
- Assisted in preparing marketing materials and presentations for campaign execution
- Supported social media content planning and scheduling using content calendars
- Coordinated communication between design teams and clients to ensure deliverables aligned with campaign requirements

SKILLS

- **Marketing & Campaign Execution:** Campaign coordination, content development, multi-channel marketing, brand consistency
- **Data & Reporting:** Excel (KPI tracking, reporting), Google Trends, Statista, platform analytics
- **CRM & Tools:** HubSpot CRM, YouTube Analytics
- **Design & Content Tools:** Canva, Figma, CapCut, AI tools (iFLYTEK)
- **Collaboration & Operations:** Cross-functional coordination, stakeholder communication, content calendar management

Education

Bachelor of Arts (with distinction) - Business Administration and Interactive Arts & Technology

Graduated: October 2025 | GPA: 3.58

Simon Fraser University