







# YALING ZHANG

## CONTACT

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## KEY SKILLS

- CMS
- Digital marketing strategies
- Writing and editing

## CERTIFICATIONS

- CPC, American Writers & Artists Inc., April 2018
- SEO Copywriting Certification, SuccessWorks SEO Copywriting, March 2016
- Certified Business Analysis Professional (CBAP), International Institute of Business Analysis, June 2015

## ABOUT ME

A seasoned copywriter with a diverse educational background in English and marketing from reputable institutions. Proven track record in developing and implementing creative marketing and advertising copy, significantly increasing audience engagement and website traffic.

## PROFESSIONAL EXPERIENCE

### Senior Copywriter

Warner Bros. Entertainment, Burbank, California | January 2019 - Present

- Develop and implement creative marketing and advertising copy for various platforms, resulting in a 20% increase in audience engagement
- Collaborate with the marketing and design teams to create cohesive and engaging content, leading to a consistent brand voice and style across all platforms
- Conduct research and interviews to understand the product, target audience, and market trends, producing engaging and effective copy that increased website traffic by 30%

### Junior Copywriter

Sony Pictures Entertainment, Culver City, California | June 2017 - December 2018

- Assisted in the development of marketing and advertising copy for various platforms, contributing to a 15% increase in social media followers
- Worked closely with the marketing and design teams to create engaging content, resulting in a 10% increase in print media readership
- Conducted market research to understand the target audience and trends, aiding in the production of effective copy that boosted product sales by 25%

## EDUCATION

### BA in English

University of California, Berkeley, California | August 2014 - June 2016

### BS in Marketing

New York University, New York | August 2008 - June 2012