

RUOJIA YU (Knomo)

13715356244 | Knomo128@163.com

EDUCATION

Monash University

Mar 2020 - Dec 2023

Bachelor of Marketing and Bachelor of Media Communication (Major in Media)

Main subjects: Digital Marketing, Brand Management, Sports marketing and sponsorship, Strategic Marketing, Video game script writing, Buyer behaviour analysis, The public sphere, VR, Video, and Audio lab, Packaging design

PROFESSIONAL EXPERIENCE

Bank of China, Melbourne Branch

Nov 2022 - Dec 2022

Intern

- Master the procedures for applying **letters of credit** and the precautions in international trade transactions (review of letters of credit between BP Australia, BHP and other Australian domestic companies and Chinese enterprises)
- Application of **financial statement analysis** and assessment of **lending risk analysis reports** for Chinese-funded enterprises in Australia
- Formulate a **sustainable development plan** to increase **bank deposits** and implement the plan towards college student customers through the bank branches (long-term fixed deposit **\$50,000**, customer conversion **+10**, safety deposit box customer **+3**)
- Shoot a **promotional video** for the branch's annual KPI assessment performance

Shenzhen Yinling Innovation Co., Ltd.

Dec 2020 - Dec 2021

Social media operator

Shenzhen

- **The daily operation and promotion of Redbook's social media influencers' accounts** in the beauty and infant categories (followers **>450k**). Responsible for communicating with brands to achieve DAU/MAU goals, building target audience image to create personas, and increasing purchase conversion rate.
- Depending on clients' needs, complete the **topic selection, layout, editing, and release of video content** (the average number of likes on each video is more than **1,000**, and the daily number of popular short videos is more than **2**).
- Formulate the **video style**, visualize the **creative design** and arrange the **video shooting** environment.
- **Daily fan interaction and feedback**, improve user viscosity, traffic data tracking and celebrity mutual promotion (each video comment number of a small celebrity is more than **200**)

SCHOOL PROJECT EXPERIENCE

Public relations in crisis - Medibank

Feb 2023 - Jun 2023

Led a five-member team to write a **brand audit report** on the Medibank customer privacy leak incident and the bottom-end WOM of international students in the industry. The application of colour marketing to the new logo has increased the satisfaction rate in the survey by **25%**. Rebuilding CBBE's model to help brands optimize the industry's solidified customer low credit foundation. Brand revitalization strategy for Chinese international student insurance business improves service satisfaction

Anti-vaping campaign - Victorian Government

Aug 2023 - Nov 2023

Assist the Victorian government in promoting the youth anti-vaping program further - "See Through the Haze" by designing innovative multi-channel **media action plans**. The plan analyzes the core needs of vaping customers and puts the divided groups with different needs into different multimedia channel combinations (press release writing and submission to Twitter news bloggers, promotional videos played by City Square, hashtag offline activities and suppliers interviews)

Digital marketing — Yo-Chi

Aug 2023 - Nov 2023

Commissioned by Yo-Chi (a local Australian frozen yogurt brand) to develop a **digital marketing plan** to reshape the brand image and expand market capacity. The newly designed and improved packaging and website design are algorithmically pushed to existing and potential customers on various social media in the form of Google ads (CTR increased by **300%** month-on-month). The self-developed AR customized frozen yogurt DIY program tested for UberEats has received good feedback in the closed beta

Marketing planning and market research - Camplify

Jul 2022 - Nov 2022

Formulate a **market plan** to increase market share in segments and develop new customer groups, while helping Camplify continue to increase the market growth rate to cope with the surge in market demand in the post-pandemic period. The plan received high praise from the COO of Camplify's headquarters (the plan received **full marks**) and was included in the company's investor report for the new fiscal year 2023.

SKILLS

- **Skills:** SPSS, Office (proficient in processing data), marketing strategy planning, market reports writing, social media operation, interview video production, VR video shooting and audiobook production, professional editing, Google Ads Certificate, well human resources in the financial industry