

Aleza Zheng

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INFO

EDUCATION

Bachelor's of Fine Arts
in Fine Art Painting
ArtCenter College of Design
Pasadena, California
/May '22

COREx Certificate
Harvard Business Online
/19

SPECIALTY

Illustration
Intaglio
Painting

LANGUAGES

Native English
Native Chinese
Speaking French

DESIGN

Video Production
Copywriting
Keyword Research
Graphic Design
Digital Photography

SOFTWARE

Microsoft Suite
Adobe CC
Dragonframe

AWARDS

AMR Global
Richmond, BC

Apr '21 –
Dec '21

VTEK Vape LTD.
Richmond, BC

**Platinum House
Realty**
Coquitlam, BC

Sungiven Foods
White Rock, BC

Dec '20 –
Mar '21

Colton's Couture
Richmond, BC

Apr '18 –
Aug '18

AWARDS

CREATIVE MARKETING SPECIALIST

- Lead a three person creative team to organize all digital content for a tech accessories brand for Best Buy and nutraceuticals venture
- Delivered corporate communication materials to potential partners and held Zoom meetings to negotiate contracts
- Held meetings with the board and CEO on a weekly basis to discuss and report on marketing campaign progress
- Conducted research on keywords and analyzed weekly keyword performance for Google and Amazon pay-per-click ads with Microsoft Excel
- Primed blog posts for SEO optimization with research conducted through Ahrefs, Answer the Public and Content Harmony
- Used Metigy and Hubspot for automation and efficiency of content materials
- Provided feedback and approve all design files from internal and external designers
- Used Adobe XD to construct Shopify webpage in coordination with web developer

FREELANCE GRAPHIC DESIGNER

- Used Adobe Illustrator to create digital infographic posters for product information
- Designed retail webpage layout with Adobe Indesign
- Created real estate brochure templates and mail-out marketing collateral
- Worked with clients to interpret and discuss moodboards and decks for brand identity

MARKETING ASSOCIATE

- Conducted sales and marketing for an international grocery chain
- Initiated a series of one minute cooking tutorials for company's social channels to advertise brand label products
- Storyboarded, filmed, and edited audio-visual material on Adobe Premiere
- Performed product photography, retouching and data entry for e-com platform

CREATIVE DIRECTOR

- Collaborated with a three person marketing team to plan and execute marketing campaigns for a chain of high-end luxury retail stores across Vancouver, Canada
- Designed billboard campaigns according to pre-press specs with Lamar Advertising
- Designed and organized distribution with shipping centers of all print assets

Solo Exhibition at Hutto-Patterson Exhibition Hall /2022
Exhibited at Alyce de Roulet Williamson Gallery /2020
First Place in Music Category, Golden Bell Awards /2016
Guzheng Level 10 Passed with Distinction by CCOM /2016