

CONTACT ME

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PROFILE

Marketing and communications professional with experience in communication strategies, social media management, branding, and graphic design. Excellent communication skills and customer service skills. Creative, innovative, detail-oriented, and always striving to push my boundaries.

EDUCATION

University of Ottawa

Master of Communications in
Communication Studies
2019 - 2021
Ottawa, Ontario | Canada

Emerson College

Bachelor of Science in
Communication Studies and Rhetoric
Minor in Psychology
2015 - 2019
Boston, Massachusetts | USA

SKILLS

Graphic Design

Photoshop, Canva

Website Design

Wix, WordPress, Squarespace

Microsoft Office

Word, PowerPoint, Outlook, Excel

Social Media

Facebook, Instagram, Red, WeChat

Google Workspace

Gmail, Drive, Sheets, Slides, Docs,
Google Analytics, Google SEO

Salesforce CRM

Order Management System OMS



Zixuan (Jane) Fu

Marketing and Communications Professional

WORK EXPERIENCE

Contact Centre Agent (Contract) September 2022 - Present

Costco Wholesale | Ottawa

- Handled 50+ customer interactions per day through phone and email communications, giving detailed, personalized, friendly, and polite service to ensure optimal customer retention and satisfaction
- Proficiently and professionally responded to customers' questions pertaining to current promotions, orders, product availability, and information on services
- Initiated investigation of order entry errors, damaged products, and return discrepancies, working closely with supporting teams to ensure corrections were processed accurately and in a timely manner

Sales and Marketing Intern

March 2022 - May 2022

Elite Alliance Services Inc. | Toronto

- Designed marketing materials including event announcements, posters, flyers, social media content, newsletters, blogs, and invitations
- Participated in marketing campaigns to promote brand awareness with Canadian and US universities and colleges
- Ensured messaging and brand consistency across social media platforms including the organization's website, Facebook, WeChat, and Instagram
- Developed sales pitches to increase organization's client base

Customer Service Representative November 2021 - March 2022

Kiehl's Since 1851 | Toronto

- Answered product and service questions and offered information on related products and services both in English and Mandarin
- Built lasting relationships with customers by contacting them to follow up on purchases
- Managed store Instagram and WeChat account to drive sales goals and assisted with producing video promotions for social media accounts

Communications Assistant September 2018 - December 2018

Boston Court Appointed Special Advocates (CASA) | Boston

- Managed social media planning for the execution of marketing strategies, advocacy, and community management for a non-profit specializing in court-involved children
- Increased followers and engagement CASA's social media accounts by 35%

VOLUNTEER EXPERIENCE

TED Caption Translator

CaptionHub

<https://www.ted.com/>

Peer Mentor

Emerson College

Boston, MA

Pre-School Assistant

Jumpstart

Dorchester, MA

Adolescent Counsellor

Franciscan Children's Hospital &
Rehabilitation Center

Brighton, MA