

Yaling Zhang

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A Marketing Coordinator with 10+ years of experience specializing in digital marketing, campaign development, Google Ad campaigns, and go-to-market strategy. A proven track record of driving revenue growth by executing high-impact marketing campaigns.

Education

Bachelor of Arts (B.A.) Marketing
University of Syracuse, New York, NY
September 2007 - May 2011

Key Skills

- Digital Marketing
- Search Engine Optimization (SEO)
- Google Ad Campaigns
- Go-to-Market Strategy
- Team Management

Professional Experience

Senior Marketing Coordinator

Advertising Solutions Inc., New York, NY | May 2016 – Present

- Oversee 75+ digital marketing campaigns with budgets of up to \$250K for an online advertising agency, manage all phases of pre-production and post-production, and identify go-to-market strategy to drive annual revenue from \$1.5M to \$7M over five years
- Spearhead improvements to Google Ad campaigns to grow lead volume by 60%, reduce cost-per-action (CPA) by 40%, and improve click-through-rate (CTR) from 5.05% to 7.68%
- Lead a team of 15 marketing specialists, sales coordinators, and graphic designers and coordinate all aspects of daily operations for the marketing department

Marketing Coordinator

Halleck & Norris Legal Associates, New York, NY | May 2011 – May 2016

- Oversaw the planning and execution of 60+ digital marketing campaigns for a leading legal firm, including email marketing initiatives, blog writing, and SEO campaigns
- Improved open rates for email blasts by 20% and increased SEO ranking from 24 to 15 for “workers’ compensation law firm” through paid search and web page optimization