





YZ

# YALING ZHANG

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.

## CONTACT

-  (123) 456-7890
-  email@example.com
-  LinkedIn | Portfolio
-  Seattle, WA 12345

## KEY SKILLS

- Analytical thinking
- Budget management
- Client relations
- Energy modeling
- HVAC system design and development
- Team leadership

## EDUCATION

BA in English  
University of California,  
Berkeley, California

BS in Marketing  
New York University,  
New York

## PROFESSIONAL EXPERIENCE

Senior Copywriter, Warner Bros. Entertainment, Burbank, California  
January 2019 to 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 to 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%

## PROFESSIONAL DEVELOPMENT

- CPC, American Writers & Artists Inc.
- CDRC, American Writers & Artists Inc.
- SEO Copywriting Certification, SuccessWorks SEO Copywriting