

YZ

#### Location

Seattle, WA 12345

#### Phone

(123) 456-7890

#### Email

email@example.com

#### Website

LinkedIn | portfolio

## Education

University of California, Berkeley,  
California

BA in English

New York University, New York

BS in Marketing

## Key Skills

- CMS
- Digital marketing strategies
- Writing and editing

# Yaling Zhang

A skilled 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.

## Professional Experience

Senior Copywriter, Warner Bros. Entertainment | Burbank, California  
January 2019 - 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 - 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