

# NORAH XINYU WANG

Design | Social Media | Marketing

📞 778.927.6076  
✉️ norahw1231@gmail.com  
🌐 <https://www.heyitsnorah.com/>  
LinkedIn: Norah Xinyu Wang

## PROFILE

Social media strategist with 7+ years of experience creating high-performing content, managing multi-platform growth, and leading digital campaigns. Strong in storytelling, short-form video, UGC/influencer partnerships, and data-driven optimization.

## SKILLS

Social Media Strategy  
Graphic Design  
Creative Content Creation  
Video Editing  
Paid Advertisement  
Photography  
Data Analysis  
Event Planning  
Website/Programming

## LANGUAGES

CHINESE / Native  
ENGLISH / Professional

## EDUCATION

Bachelor of Arts  
Major Communication  
Minor Print and Digital Publishing  
Simon Fraser University  
Sept. 2016 – May 2021

## HIGHLIGHTS

- 7+ years in social media strategy & content creation
- 8+ years of graphic design & visual storytelling experience
- Grew brand channels by 300%+ across key platforms

## PROFESSIONAL EXPERIENCE

### Social Media and Communications Specialist

USANA Canada, Richmond, Canada | Aug 2021 – Now

- **Lead full-funnel social media strategy** across Instagram, Facebook, and WeChat, driving a **300%+** follower increase and strengthening brand presence across key markets
- **Create high-performing content** (reels, campaigns, educational posts, launch assets) that boosted engagement by **25%** and overall marketing effectiveness by **15%**
- **Produce and direct UGC + influencer collaborations** (athletes, creators, and brand partners) to deliver authentic, conversion-focused content that increases visibility and trust
- **Design and execute content for 20+ national campaigns**, contributing to **\$3M+ in revenue**, ensuring consistent storytelling across all digital touchpoints
- **Manage paid social campaigns** with a **2.38% CTR** and **\$0.53 CPC**, surpassing industry benchmarks through strong creative direction and data-driven optimization
- Analyze content performance and audience behaviors to refine strategy, improve retention, and guide creative decisions

### Digital Resources Assistant

SFU Communications & Marketing, Burnaby, Canada | May 2020 – Dec. 2020

- Co-managed SFU's Instagram account (@simonfraseru), achieving a **10.8%** increase in followers through strategic content creation and visually engaging design
- Authored multiple news stories for sfunews.ca through comprehensive interviews
- Monitored and analyzed SFU's media mentions using advanced Boolean search techniques with Meltwater

### Intercultural Program Coordinator

SFU International Services for Students, Burnaby, Canada | Aug. 2019 – Apr. 2020

- Developed and executed social media strategies for the Global Community @ SFU program, boosting follower count by **300%**
- Manage **@sfuglobalcommunity** Facebook and Instagram account by creating social media posts and campaigns and monitoring analytics