

NORAH XINYU WANG

Design | Social Media | Marketing

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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