

YUNJING (JENNY) ZHANG

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EDUCATION

University of Minnesota - Twin Cities, College of Liberal Art

Minneapolis, MN

- *Bachelor of Arts in Strategic Communication, Sociology (Minor)* August 2022 - May 2026
- Graduated with Distinction (GPA: 3.8/4.0) | Honors: CLA Dean's List (Fall 2022, 2024 Spring 2024, 2025)
- **Core Course:** Media Design | Advertising Strat/Creative Development | Digital Strategy in Strat Comm

University of Southern California - Annenberg School

Los Angeles, CA

- *Master of Science in Digital Social Media* Expected May 2028

WORK EXPERIENCE

Ogilvy China

November 2024 - January 2025

Advertising Media Planner Intern

Shanghai, China

- Conducted market and social media analysis for the client's brand and proposed optimizations strategy for the brand's social media advertising.
- Brand planning for clients such as Eco Chic and Yabuli China Entrepreneurs Forum, including but not limited to researching brand backgrounds and media communication planning.
- Recognized by clients and received in-depth understanding of the practical operation of media planning in a professional advertising agency, improved abilities in teamwork, project management and client communication.

CAMPAIGN EXPERIENCE

Extra Gum Promotaion Campaign

May 2025

- Developed a strategic marketing plan to boost brand visibility and drive consumer engagement for Extra Gum products.
- Collaborated with the creative team to craft campaign concepts that emphasized key product benefits and aligned with brand messaging.
- Designed visually impactful promotional materials aimed at capturing tourist attention and positioning Maine as a distinctive, memorable destination.

Hasbro Reignited Campaign

June 2025

- Conceptualized a youth-focused advertising campaign that showcased the excitement and social appeal of Hasbro board games.
- Created compelling digital assets—such as ads, social media banners, and branded visuals—using Adobe Photoshop and Illustrator to strengthen campaign reach and audience engagement.

LifeSpa Employee Recruitment

January - May 2026

- Developed a new recruitment campaign for LifeTime's emerging brand, LifeSpa, to attract more experienced talent.
- Conducted brand, audience, and market research to identify key insights and shape the campaign's strategic direction and creative concept.
- Created a detailed target persona and developed tailored promotional strategies to support recruitment while increasing LifeSpa brand awareness

EXTRACURRICULAR EXPERIENCE

University of Minnesota Advertising Club

September 2023 – December 2025

Co-leader

- Held and attended regular industry events and networking sessions to gain insights from professionals.
- Invited local experts to share experience on marketing and promoted events on social media platform.

SKILLS

- **Language:** Mandarin Chinese | English
- **Digital Skills:** Microsoft Word & PowerPoint | Adobe Premiere Pro & InDesign & Photoshop | Canva
- **Marketing Skill:** Google Ads
- **Certificates:** Hootsuite Platform Certification | Google Analytics