



Rui Fu

Address: 318 Richmond St. W, Toronto M5V 1X2, Canada

Phone number: 7788692884 **Email address:** freefu0006@hotmail.com

Web: <https://www.ruifuanimation.com/commercial>

Key Strengths

- Discover, analyze, and present data and trends to optimize marketing strategies.
- Demonstrated ability in visual content creation and copywriting.
- Extensive knowledge of the practice of social media platforms, including Instagram, TikTok, and YouTube.
- Excellent communication and coordination skills while working in a fast-paced, dynamic environment.

Work Experience

12/2021 – 02/2023
Markham, Canada

Digital Marketing Specialist Bay Street Group

- Develop, implement, and evaluate digital marketing strategies and programs.
- Coordinate with in-house departments and agency partners to develop campaigns.
- Develop creative contents and copywritings for social media, websites, emails, prints, presentations, and internal trainings.
- Run short video programs from production to delivery.
- Design and schedule E-blast through Hubspot.
- Implement and monitor Google & Social Media PPC ads (Instagram and TikTok).
- Initiate and plan publicity events including sales events, networking events, webinars and trade shows.

03/2021 – 09/2021
Mississauga, Canada

Social Media & Marketing Coordinator Petpetz App

- Develop marketing strategies, plan and execute marketing campaigns.
- Conduct topic research, identify the trends and influencers in the related racetrack.
- Schedule calendar and develop creative contents for social media and online store.
- Act as brand advocate, run a weekly short video program.
- Develop brand sponsor/influencer packages
- Conduct outreach to business partners and influencers.
- Manage social media accounts, monitor social media metrics and provide data visualized reports.

09/2020 – 12/2020
Toronto, Canada

Event Documentarian of BigArtTO (co-op) OCAD University

- Initiate and conduct video interviews on site with artists and event participants.
- Operates camera and sound recording equipments.
- Centralizing and organizing project assets.
- Edit media contents and copywriting.

Education

09/2016 – 12/2020
Toronto, Canada

Drawing, Painting and Expended Animation | Bachelor of Fine Arts OCAD University

07/2022 – 01/2023
Online

Google Digital Marketing & E-commerce | Certificate Coursera

03/2023 – present
Online

Google Data Analytics Professional | Certificate Coursera

Languages & Skills

- LANGUAGES

English

Native

Mandarin

Native

- SKILLS

MS OFFICE



Adobe After Effects



Adobe Illustrator



Adobe Photoshop



Canva



Google Analytics



Google Ads



Social Media Ads



Wordpress



HubSpot



Achievements

Bay Street Group's TikTok Account

- Generates **90k views** and **1191 likes** in 6 month period.
- Produced over 5 Videos have **over 10k views**.
- Resister forms **submission increased by 27%** from TikTok Ads.

Bay Street Group 2022 Annual Gala Streaming

- Host **over 2000+ participants** on it's peak time.
- Successfully **raised \$35,000+** raffle gifts from sponsors.

Hermès Toronto 2023 *Astonishing Paper Fantasia* Private Event

- Participate the event as an **artist**.
- Take initiative to embrace the guests into the immersive event experience.