

Motivated advertising professional dedicated to developing creative and attention-grabbing promotions that increase awareness and drive market growth. Skilled in planning dynamic events, designing digital content, and developing strategic marketing plans. Advanced abilities with Adobe Photoshop, InDesign, and Illustrator.

## Experiences

- 2020-01 -  
2020-05

**Brand Strategist /Digital Marketing Strategist**  
*A.N.OTHER, Miami, FL*
  - Designed and developed an actionable digital plan to expand the online presence for A.N.OTHER Fragrance Company.
  - Assisted in planning corporate social media channels including Facebook and Instagram.
  - Developed insights on marketing campaigns to assess performance against goals.
- 2019-02 -  
2019-02

**Graphic Designer**  
*"PHILADTHROPY" - University of Miami, Miami, FL*
  - Created a campaign for a gun safety organization ChangeTheRef to raise awareness about mass shootings.
  - Led graphic design team to create ads, designs, and visual content.
  - Developed creative design for marketing packages, including print materials, brochures, banners and signs.
- 2016-08 -  
2018-05

**Graphic Designer**  
*New Songs International Consultant Company, Hanover, Maryland*
  - Created product mockups and prototype designs.
  - Designed digital displays used in online advertising.
  - Coordinated, created and scheduled content, designs and periodic updates to company website.

# Yaru Ji

## Contact

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## Skills

- Graphic design
- Event planning
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- HTML and CSS
- Digital marketing
- Company branding
- Asian markets
- Google Ads

2016-08 -  
2018-05

**President of International Student Association**

- Anne Arundel Community College, Arnold, MD*
- Responsible for 40 undergraduate student members.
  - Organized group trips, such as to Washington D.C. area museums, and other cultural activities.
  - Managed organizational budgets and directed organizational officers.

**Education**

2018-08 -  
2020-05

**Bachelor of Science: Advertising**

- University of Miami - Miami, FL*
- Minor in Marketing
  - Provost's Honor Roll [Fall 2018/Fall 2019]
  - Dean's List [Fall 2018/ Spring 2019/ Fall 2019]
  - Graduated with 3.78 GPA

2016-07 -  
2018-05

**Associate of Science: Business Administration Transfer**

- Anne Arundel Community College - Arnold, MD*
- Dean's List [2016-2018]
  - Graduated cum laude
  - President of International Student Association

**Languages**

Chinese  
English

**Awards**

1st Place Capital One Startup Pitch Competition 2018.

**Certifications**

2020-04  
Google Ads Search Certification

2020-04  
Google Ads Video Certification

2020-04  
Google Ads Display Certification