

NATASHA YUEN

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[LinkedIn](#) | [Creative Portfolio](#)

SUMMARY OF QUALIFICATIONS

- Creative social media marketer focused on strategic content development, driving an average of 5% increase in followers and achieving a 40% email open rate.
- Proven ability to collaborate effectively with cross-functional teams and influencers, resulting in campaigns that reached over 80K views.
- Strong problem-solving skills, adept at identifying opportunities for improvement and implementing innovative solutions to enhance audience engagement.

EDUCATION

Simon Fraser University, Burnaby, BC — *Bachelor of Business Administration*

SEPTEMBER 2019 - AUGUST 2024

Concentration: Human Resources and Marketing

EXPERIENCE

Marcus & Millichap, Vancouver — *Marketing & Sales Coordinator*

MARCH 2025 - PRESENT

- Executed email marketing campaigns via Constant Contact (2M+ sends), achieving 928K opens (57% open rate) and 59K+ clicks, with 90% desktop engagement.
- Drove audience growth by adding 85 new subscribers in 30 days and improving multi-channel performance across LinkedIn, Instagram, and direct campaigns.
- Designed and produced brochures, proposals, and property listing graphics using Adobe InDesign, Illustrator, and Canva to support client presentations
- Optimized digital presence by directing audience traffic via Linktree and building/maintaining websites on WordPress and Wix to ensure accessibility, functionality, and brand consistency.
- Conducted property research using BCOnline, myLTSA, AutoProp, and Sitewise to verify land titles, plans, and demographics.

Neapolitan Pizza Ltd, Burnaby — *Social Media Coordinator*

SEPTEMBER 2024 - PRESENT

- Collaborate with cross-functional teams to align content and maintain media relations with influencers (95.8K-271K followers), resulting in video views of 20.3K-82.8K.
- Maximize a \$30,000/month budget for social media ads and influencer partnerships, achieving a 40% open rate on email campaigns sent to 9,000+ recipients.
- Run giveaways reaching 6,000+ accounts, which led to a 2.9% increase in followers (from 2,625 to 2,750+)

Starlide, Burnaby — *Social Media Marketing*

FEBRUARY 2024 - SEPTEMBER 2024

- Launched and developed content strategies for @sandybirdsgolf's TikTok and Instagram accounts, growing followers by 200+ within the first month.
- Created targeted content that generated 5,000+ views, enhancing brand awareness and audience engagement.
- Supported production team on shoots, aligning visuals with strategic brand goals.

Falesca Importing Ltd, North Vancouver — *Marketing Co-op*

SEPTEMBER 2022 - AUGUST 2024

- Maintained the online storefront (Shopify) which resulted in an increase in sales by 80%.
- Executed social media campaigns which led to +15,000 views and +200 followers.
- Generated Google Ads which resulted in +\$500 additional sales.