

Yonge Au

Digital Marketer

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au

Profile

Marketing has always been my passion. With the world changing ever so quickly, this is the perfect opportunity for me to reconnect with my design background and begin my digital marketing journey. I am confident the skill set I developed in my design degree, sales experience, and digital marketing diploma have prepared me to succeed in this field.

Skills

SEO, PPC, Keyword planner, Google Analytics, Google Slides, Canva, Illustrator, Mailchimp

EXPERIENCE

Chanel Counter Manager | Hudson Bay Company

DEC 2019 - PRESENT, TORONTO, ON

- Oversaw sales team productivity to ensure sales goals were achieved and reported weekly and monthly sales figures
- Educated sales associates on Chanel product knowledge
- Informed clients of incoming events, promotions and replenishments
- Reconnected inactive clientele to HBC and Chanel beauty by establishing fragrance consultation program

Customer Service & Sales Consultant | LAC + CO

JUNE 2018 - NOV 2019, TORONTO, ON

- Executed daily operations and oversaw client relation/sales
- Analyzed industry data to identify brand strengths and weaknesses for clear internal and external communication
- Established and maintained effective business relationships

Brand Ambassador | Holt Renfrew

SEPT 2010 - MAY 2018, TORONTO, ON

- Launched Edition de Parfums Frederic Malle in Canada 2010
- Built strong relationships with buyers and vendors
- Ensured delivery of unparalleled customer service

Sales Representative | Unilever Canada

SEPT 2005 - AUG 2010, TORONTO, ON

- Launched Euphoria, by Calvin Klein Perfumes and exceeded national sales for Euphoria Women goals by 25%
- Drove sales by recognizing brand identity and demographics

EDUCATION

BrainStation | Diploma Candidate, Digital Marketing

JAN 2021 - APR 2021, TORONTO, ON

OCAD University | Bachelors of Design, Advertising & Communication

Sept 2000 - 2005, TORONTO, ON

PROJECTS

Digital Marketing Sprint | Digital Marketer

Designed a marketing campaign for Magnum Opus to optimize and bring awareness to a subscription box.