

# HEATHER CHANG

heather\_chang@hotmail.com

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## PROFILE

A dedicated marketing professional with exceptional client management skills, experience with newspaper/online advertising and knowledge of website/marketing material production. Dedicated to delivering high-quality work with a desire to succeed.

## SKILLS & ABILITIES

- Production of print/online ads
- Marketing material production
- Brand development
- Client management
- Adobe CS3: InDesign, Dreamweaver and Photoshop
- Website design and maintenance
- Creating and marketing jewellery designs

## EXPERIENCE

### **Freelance Webmaster** - [www.gingerheart.com](http://www.gingerheart.com)

*June 2008 – present*

- Maintain website and post monthly blog entries for writer Susan Anderson
- Design logos, business cards, website images

### **Webmaster / Jewellery Designer** - [www.heartschameleon.ca](http://www.heartschameleon.ca)

*September 2006 – present*

- Developed and published jewellery website using Adobe Dreamweaver CS3
- Update website with new inventory continually
- Create and sell high quality jewellery designs

### **Account Coordinator**, Bernard Hodes Group, Vancouver, BC

*July 2008 – May 2009*

- Worked with established client base to satisfy hiring needs
- Created media plans, directed the creation of print and online advertising, and managed interactive projects
- Facilitated production of ad requests under tight deadlines by liaising with local and national clients and media
- Assisted in allocating client budgets by negotiating job board contracts, creating job board reports, and conducting media research

**Marketing Intern**, Protocol Environmental Solutions Inc., Coquitlam, BC*March 2008 – May 2008*

- Contributed to the branding and strategic positioning for a new product line
- Designed brochures, technical data sheets and product images with Adobe InDesign CS3
- Designed product logo, and look and feel for website (see [www.innercrete.com](http://www.innercrete.com))
- Performed market research

**Marketing Assistant**, Planned Lifetime Advocacy Network (PLAN), Vancouver, BC*June 2007 – August 2007 (summer position)*

- Developed email marketing campaign for *The Company of Others*, a book produced jointly with the PLAN Institute for Caring Citizenship
- Researched and gathered pitch material for promoting potential partnerships
- Improved marketing campaign for increasing PLAN's Associate Membership base
- Designed and created pamphlet for marketing workshops and seminars
- Gathered 2006 and 2007 media articles and coordinated their availability on [www.plan.ca](http://www.plan.ca)

**EDUCATION****British Columbia Institute of Technology**, Burnaby, BC, graduated June 2008

Diploma of Technology: Marketing Management, Communications Option

Graduated with Honours

**University of British Columbia**, Vancouver, BC, graduated May 2006

Major: Bachelor of Science, General Sciences - Life Sciences Option

Minor: Psychology

**ACTIVITIES & AWARDS**

- Create and market jewellery, play guitar, play volleyball
- Volunteer for organizations such as Big Brothers Big Sisters of Canada and South Vancouver Community Centre
- Received three university scholarships for high academic standing

References available upon request