

Ivy Zhao

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PROFESSIONAL SUMMARY

Game-focused communication and marketing specialist with hands-on experience supporting live-service titles, producing social and gameplay content, and coordinating cross-disciplinary teams. Experienced in CRM-driven campaign execution, audience segmentation, and performance reporting via PowerBI. Strong insight into player behavior, live-service cadence, and community ecosystems across PC, MMO, and mobile games. Familiar with development pipelines, content launches, and player lifecycle engagement.

GAME INDUSTRY EXPERIENCE

Digital Extremes (Warframe)

London, ON

Content Marketing Coordinator

May 2025 - August 2025

- Produced player-facing web, social, and in-game content for a long-running live-service title, supporting updates, events, collaborations, and community initiatives.
- Captured, edited, and optimized gameplay footage for short-form social content, adapting assets to platform-specific formats and engagement expectations.
- Coordinated publishing timelines and approvals across marketing, design, and development teams to ensure accurate, timely delivery of content tied to live releases.
- Contributed to campaign planning by aligning content with player sentiment, community priorities, and live-service cadence.
- Proposed and implemented a shared Excel workload tracker alongside Jira to improve team visibility into individual assignments, edit-readiness, and approval status across a fully remote team; the tool was permanently adopted and helped reduce editorial bottlenecks and coordination gaps.

COMMUNICATIONS & OPERATIONS EXPERIENCE

Toronto Police Service

Toronto, ON

HR Communications Student

January 2025 - April 2025

- Conducted a comprehensive audit of existing HR communications infrastructure, identifying gaps in documentation, process consistency, and cross-team coordination across a large, multi-department organization.
- Synthesized findings into a formal report presented to TPS board-level leadership, with recommendations spanning resource reallocation, process standardization, and communications prioritization.
- Supported initial implementation of board-approved changes, including restructuring communication workflows and addressing obsolete documentation.
- Created employee-facing materials, newsletters, onboarding resources, and feedback tools to improve clarity and accessibility of internal HR information.

Manulife

Waterloo/Toronto, ON

National Education Specialist

January 2023 - August 2023

- Used CRM platforms to manage client communication workflows, creating and distributing targeted materials segmented by account type, client size, and lifecycle stage.
- Identified a manual reporting bottleneck between CRM, Excel, and PowerBI; built automated data pipeline connections using native Microsoft integrations to streamline dashboard updates and reduce operational lag.
- Built and maintained PowerBI dashboards drawing on CRM-connected data to track engagement and operational outputs; applied insights to improve material effectiveness and inform content decisions.

- Created training documentation and automation guides for future reference, standardizing processes and supporting team onboarding.
- Supported large-scale client transitions from legacy to new enrollment systems (accounts up to \$100M+ in assets), coordinating timelines and tailoring communication by client profile.

Wonderful Life

Markham, ON

Invoicing Specialist

May 2021 - June 2022

- Coordinated transactions, invoicing, and customer communication.

EDUCATION

University of Waterloo

Waterloo, ON

BA, Communication Studies (Honours Arts & Business Co-op)

Expected June 2026

CERTIFICATIONS

Business Essentials (*University of Waterloo, WATSPEED*)

August 2022

Business Analysis for Project Managers (*LinkedIn Learning*)

February 2022

Customer Service (*University of Waterloo, WATSPEED*)

August 2024

GAMES & PLAYER BACKGROUND

Core & Live Service: *Warframe* | *League of Legends* | *Helldivers 2* | *Minecraft*

MMORPG: *Lord of the Rings Online*

Simulation/Builder: *The Sims 3 & 4*

Anime-Style Action: *Zenless Zone Zero* | *Genshin Impact (launch era)*

Fashion/Fantasy Mobile: *Infinity Nikki* | *Time Princess*

SKILLS

Content Production | Writing & Editing | CRM Campaign Execution | Audience Segmentation | Marketing Analytics | Process Automation | Campaign Support | Project Coordination | Player Insight Analysis | Jira | PowerBI | Office 365 | G-Suite | Salesforce | Agile/Scrum | Adobe Acrobat

LANGUAGES

English (*native*) | Mandarin (*conversational, spoken*) | Shanghainese (*comprehension*)