

# Ivy Zhao

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## PROFESSIONAL SUMMARY

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Versatile communications and marketing professional with experience supporting digital content operations, CRM-driven campaign execution, internal and external messaging, and cross-functional workflows. Skilled at translating data into actionable decisions, building automated reporting pipelines, and producing polished content across corporate and creative environments. Strong background in audience-focused communication, stakeholder alignment, and structured documentation.

## PROFESSIONAL EXPERIENCE

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### Digital Extremes

London, ON

*Content Marketing Coordinator*

May 2025 - August 2025

- Produced player-facing digital content across web, social, and in-product channels, supporting announcements, events, collaborations, and live-service updates for a global audience.
- Captured, edited, and prepared gameplay footage and visual assets for short-form social media content, adapting outputs for different platforms and campaign timelines.
- Managed publishing workflows end-to-end, coordinating schedules, approvals, and revisions across marketing, design, and development teams under time-sensitive release windows.
- Supported campaign planning and execution by aligning content deliverables with marketing goals, player engagement priorities, and organizational timelines.
- Proposed and implemented a shared Excel workload tracker to complement Jira task management, improving team visibility into individual assignments, edit-readiness, and approval status across a fully remote team; the tool was adopted permanently and helped reduce pipeline bottlenecks and coordination gaps.

### 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, including creation and distribution of targeted retirement education materials segmented by account type, client size, and lifecycle stage.
- Identified a reporting bottleneck caused by manual data retrieval between CRM, Excel, and PowerBI; implemented automated data pipeline connections using native Microsoft integrations, significantly reducing dashboard update time.
- Built and maintained PowerBI dashboards drawing on CRM-connected data to track campaign performance, member engagement, and operational outputs; used insights to inform content decisions and improve material effectiveness.
- Supported large-scale client transitions from legacy to new enrollment systems, coordinating timelines and tailoring communication based on account size (up to \$100M+ in assets).

- Created training documentation, automation guides, and process references to standardize workflows and support future team onboarding.
- Reviewed all materials for accuracy, readability, and compliance; ensured approvals were obtained before distribution.

**Wonderful Life**

**Markham, ON**

*Invoicing Specialist*

*May 2021 - June 2022*

- Prepared invoices, ensured accurate recordkeeping, and supported customer communication.

**EDUCATION**

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**University of Waterloo**

**Waterloo, ON**

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

*Expected June 2026*

**CERTIFICATIONS**

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**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*

**SKILLS & INTERESTS**

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**Skills:** Copywriting | Content Production | CRM Campaign Execution | Audience Segmentation | Marketing Analytics | Process Automation | Project Coordination | Stakeholder Support | Documentation | AI-Assisted Workflows | Microsoft Office | PowerBI | Jira | G-Suite | Salesforce | Adobe Acrobat | Agile/Scrum

**Languages:** English (native) • Mandarin (conversational, spoken) • Shanghainese (comprehension)

**Interests:** digital media, user experience, communication strategy, organizational design.