

FLORA ZHOU

Vancouver, British Columbia
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KEY COMPETENCIES

- Over five years of experience in detail-oriented and creative roles, leading to proficiency in photography and programs such as Adobe Lightroom, Adobe Photoshop, Canva, and Figma
- Strong collaboration and communication skills in diverse settings, including customizing copy based on researched attributes of various target markets
- Entrepreneurial spirit with a passion for wellness and sustainability

EDUCATION

Bachelor of Commerce, Business and Computer Science Completion: May 2024
University of British Columbia, UBC Sauder School of Business, Vancouver, BC

- Cumulative GPA: 82.5%
- Key Courses: Introduction to Management Information Systems (89%), Introduction to Systematic Program Design (83%)

WORK EXPERIENCE

Marketing & Operations Assistant, *Forum Home Appliances*, Vancouver, BC Jun 2021 - Jun 2022

- Supported the creation of three brand new Shopify websites by preparing mockup web page designs, generating visual content, and optimizing SEO
- Maintained user experience of websites and social medias by updating product info, designing sale flyers, and taking professional photographs
- Managed and led the email marketing for the business, writing and publishing blog posts and newsletters sent to over 30,000 subscribers

JumpStart Orientation Leader, *University of British Columbia*, Vancouver, BC Aug 2021 - Sep 2021

- Independently planned and facilitated icebreakers, tours, and events to engage hundreds of students in residence life and encourage participants to build connections
- Introduced community to university and academic setting by identifying students' individual needs and recommending personalized UBC resources

EXTRACURRICULAR ACTIVITIES

Chief Marketing Officer, *Eric Hamber Secondary's Griff Store*, Vancouver, BC May 2019 - Jun 2020

- Curated promotional content about products for an audience of over 1600 staff and students
- Conducted market research, analyzing over 700 total responses through Instagram and in-person surveys, to mitigate issues in the execution of new campaigns

Business Associate, *Fabricate (UBC Ennovate Program)*, Vancouver, BC Nov 2019 - Feb 2020

- Upcycled unwanted fabrics into functional products, effectively diverting 20lbs of material
- Enhanced company's brand image by planning and implementing multiple marketing campaigns to raise awareness about textile waste and sustainability