

YVONNE KAI

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PROFESSIONAL SUMMARY

Social Media, Public Relations & Marketing

- Highly skilled marketing professional with 8 years practical experience in word of mouth marketing, promotional marketing, brand management and special events
- Fluent in conversational Cantonese, Mandarin, English, French
- Knowledgeable in Social Media Marketing Tools, SEO, blogging, effective online campaigns
- Computer skills include proficiency in PC and MAC platforms for MS Office, Adobe CS4
- Specialize in lifestyle brands for beauty, fragrance, fashion and lifestyle verticals

MARKETING EXPERIENCE

Bella PR/Socially Bella

November 2010- now

Director of Social Media Online Marketing

- Consult with Bella PR to create the infrastructure of the Social Media branch of the business
- Manage all contracts, client relations and recommend the appropriate strategy and budget
- Train management, coordinators for content creation, execution, analysis and presentation

Arminak & Associates/ Chrislie Formulations

July 2010 – Sept 2010

Online and Social Media Marketing Manager

- Oversee brand initiatives for including special events, social media, affiliate programs and blogger outreach
- Establish Twitter and Facebook group with critical path and timelines with strategic goals
- Create all brand communication print and online media

Coca-Cola Canada

Jan 2010 – July 2010

Social Media and Special Events Consultant

- Produce and execute a series of special event marketing FUZE brand launch in the Toronto market
- Establish relationship with Toronto Fashion Week, Toronto Film Festival, summer events
- Manage fundraising initiatives for Look Good Feel Better totally \$10,000.

Stila Cosmetics

Sept 2009 - Jan 2010

China Market Research Consultant

- Research all points of distribution for China market from mass to prestige
- Contact Influencers and video blogging networks for social media marketing
- Analyze consumer data and recommend palettes and products for specific market

Matchstick Inc.

May 2005 - May 2008

Marketing Coordinator

- Concept development, target and product research, copywriting for Calvin Klein, L'Oreal, Phat Farm, Nokia
- Manage freelancers, suppliers and videographers, inventory managing and tracking

AFFILIATIONS

Cosmetic Executive Women

2009-2011

Fashion Group International

2008-2011

International Special Events Society

2007-2010

EDUCATION

FIDM/Fashion Institute of Design and Merchandising

2010

AA, Professional Designation: Beauty Industry Merchandising and Marketing, Magna Cum Laude

Nominee for the Beauty Marketing Faculty Award

Event Edge

2007

Special Events Planner Certificate

Ontario College of Art & Design

2006

Product & Package Design

Humber College

2005

Graphic Design for Print and Web

University of Western Ontario

2004

Bachelors of Arts Comparative Literature and Cultural Studies

ACTIVITIES

Founder of HeyDoYou.com Blog

2007-2011

Engage 60,000 readers per month by creating content covering special events, street fashion, beauty innovation and global trends. The blog generates income through affiliate marketing, sponsored posts, banner advertising, special events and product reviews. [Http://heydoyou.com](http://heydoyou.com) Twitter - @heydoyou <http://linkedin.com/in/yvonnekai>