

Willow Jiang

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PROFESSIONAL SUMMARY

Digital marketing professional with a Bachelor's in Business Administration, a Master's in Interaction Design, and 2+ years of experience across SEO, paid media, marketing analytics, and web development. Delivered a 13% increase in local business growth through end-to-end campaign execution, conversion tracking, and customer lifetime value analysis. Hands-on across GA4, Google Ads, Meta Ads, and WordPress, with a strong foundation in reporting and budget management.

SKILLS

- **Paid Media:** Meta ads, Google Ads, YouTube — budget pacing, creative testing, conversion tracking (GTM, Meta Pixel)
- **SEO:** Technical/on-page SEO, keyword research, competitor analysis (GA4, Search Console, Semrush, Screaming Frog)
- **Analytics & Reporting:** GA4, Looker Studio, Excel; CLV analysis, segmentation, lifecycle email (Mailchimp)
- **Web Development:** WordPress, Gutenberg, PHP, JavaScript, CSS, Next.js
- **Content:** Copywriting, creative assets (Canva)
- **Account Ops:** Financial reconciliation, budget tracking, client communication

PROFESSIONAL EXPERIENCE

Marketing Assistant

February 2026 – Present

Smartfix & Hypotential, Perth, WA

- **SEO & Organic Growth:** Led keyword research, technical SEO, and content optimization across service pages using GA4, Search Console, Semrush, Ahrefs, and Screaming Frog; benchmarked 7+ Perth trade competitors to identify site structure and content gaps
- **Marketing Analytics & Reporting:** Built GA4, Search Console, and Looker Studio dashboards translating SEO, paid, and organic performance into actionable reporting; delivered a full GA4 and conversion-tracking setup from scratch
- **Customer LTV & Lifecycle Marketing:** Analyzed historical customer and job data to build lifetime-value segmentation, informing targeted Mailchimp email campaigns and retention strategy
- **Paid Media:** Managed and optimized Meta and Google Ads campaigns using a baseline-vs-challenger creative testing approach, with budget pacing and conversion tracking via GTM and Meta Pixel
- **WordPress Development:** Built a customized WordPress theme integrated with the company CRM via API to enable subscription sign-ups, contact-form handling, and automatic YouTube content syncing; optimized code for SEO, maintaining a Google PageSpeed score of 85+

Tools: GA4, Search Console, Semrush, Screaming Frog, Looker Studio, Meta Ads, Google Ads, GTM, Meta Pixel, Mailchimp, WordPress, PHP

Digital Marketing Specialist

October 2025 – January 2026

Xuperb Digital Marketing Pty Ltd, Brisbane, Queensland

- **Campaign Support:** Assisted Perth-based Account Managers with daily operations and material trafficking for 10+ active accounts through the Black Friday and Christmas peak trading periods, ensuring strict technical specs and deadlines.
- **Budget Monitoring:** Conducted daily budget pacing checks for Meta and YouTube accounts during the high-spend Black Friday and Christmas trading periods to prevent overspend; monitored CPM/CPC trends for cost-efficiency.
- **Creative Production:** Designed Meta Ads creative assets and ad visuals for client campaigns, supporting Account Managers' paid social strategy across the account portfolio
- **Reporting:** Prepared Post-Campaign Analysis (PCA) and weekly performance summaries, translating platform data into clear, client-ready insights.

E-Learning Performance Marketing Specialist

August 2024 – May 2025

Golden Education Inc., China

- **Marketing Analysis:** Built an LTV model and customer segmentation framework for a program generating 100M+ in annual revenue, informing retention and targeting strategy
- **Activity Planning & Execution:** Planned marketing campaigns end-to-end, including budget calculation and reconciliation, and directed venue setup and promotional materials design
- **Team Leadership:** Led and coordinated a 10-person team to plan and execute a major enrollment-season promotional campaign and 2 product launch events

EDUCATION

Master's Degree in Interaction Design July 2022 – June 2024

The University of Queensland

Bachelor's Degree in Business Administration September 2018 – June 2022

China