

Yihan Jiang

London, UK | ian.yihan.jiang@gmail.com | +44 7557 057881 | [LinkedIn Profile](#)

Portfolios: [Creative Portfolio](#) | [Power BI & Analytics Portfolio](#)

PROFESSIONAL SUMMARY

Creative Marketing Executive with 3+ years' experience across financial services and global creative agency. Experienced in developing and executing integrated campaigns, producing high-quality copy, short-form video and digital content, and adapting creative communications for different audiences and channels. Strong background in copywriting, content strategy, social media, email marketing, website content and campaign analysis, with experience collaborating with internal stakeholders, creative teams and external partners.

WORK EXPERIENCE

Marketing Executive | Ocean Tide Wealth, London, UK

Apr 2024 – Present

- **Content & Social Media:** Produced and distributed 100+ client-focused articles and newsletters and 50+ video assets across all social channels, noticeably increasing social media followers by **82.7%** and supporting the objectives of wider campaigns.
- **Campaign Management:** Drove integrated multi-channel marketing campaigns supporting brand positioning, lead generation and client acquisition, contributing to **£10m+** in completed mortgage and insurance business.
- **Events & Stakeholder Collaboration:** Worked cross-functionally with internal teams and external partners to translate complex financial and market insights into customer-focused messaging and marketing collateral, supporting offline events, client engagement and lead generation initiatives aligned with commercial objectives.
- **Email & CRM Marketing:** Supported the planning, delivery and performance monitoring of CRM and email communications, using customer and campaign data to inform content, targeting and ongoing optimisation.

Copywriter Intern | Ogilvy & Mather Advertising, Shanghai, China

Jun 2021 – Jun 2022

- **Brand Development:** Designed and wrote compelling creative content for product launch, integrated marketing, and seasonal campaigns of high-profile clients such as Coca-Cola, Nestlé, Fanta, Buick, Tencent Games, Hongkong Land, etc.
- **Copywriting & Content:** Authored 60 video scripts, manifestos, and slogans, including brand book content for Shanghai West Bund Financial Hub, while leading a team of copywriters to deliver content across different platforms.
- **Social & Digital Content:** Produced engaging social media and digital content, including 12 articles for Chow Sang Sang's website, blog, and WeChat channels, generating up to **1m views** and strengthening the brand's digital presence.
- **Cross-Functional Pitch Project:** Supported global product pitches for Mr. Muscle by collaborating with regional and creative teams to deliver 7 data-driven proposals using data visualisation to strengthen client presentations and support new business wins.

Media Analyst Intern | Jiangxi Radio and Television Station, Jiangxi, China

Jan 2021 – Mar 2021

- **Campaign Optimisation:** Analysed campaign data to optimise social media content, visual formats, and posting schedules, increasing organic traffic by 25% month-over-month.

EDUCATION

King's College London, London, UK | MA in Cultural and Creative Industries | High merit

Sept 2022 – Sept 2023

Jiangxi Normal University, Jiangxi, China | BA in Advertising | GPA: 88.2/100

Sept 2018 – Jun 2022

CERTIFICATIONS

PL-300 Power BI Data Analyst Associate | Microsoft

Mar 2025

Power BI Certification | PwC Switzerland

Mar 2025

Google Data Analytics | Coursera

Oct 2023

SKILLS

Creative Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere) Canva, Capcut

Content & Digital: SEO/SEM, Email Marketing, WordPress, Mailchimp

Marketing Analytics: Power BI, SQL, Google Analytics 4 (GA4)

Productivity: Microsoft Office Suite (Word, PowerPoint, Excel)

LANGUAGES & INTERESTS

Languages: Fluent in English and Mandarin

Interests: Photography and hiking