



Janis Chiu



Marketing and Social Media Specialist

A highly motivated, self-driven marketing professional with over 2.5 years of hands-on experience in digital marketing, social media management, content creation, and client relations. Supported by a strong academic foundation in marketing communications and journalism, she excels in delivering strategic and impactful marketing solutions.

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📍 Melbourne, Australia

EXPERIENCE HIGHLIGHTS

Marketing and Client Services

NOV 2021 – PRESENT

Coordinator

MegaMode (Melbourne, Australia)

- **Maximised social media presence** through targeted copywriting, content creation, planning, scheduling, and campaign execution, achieving a 37.5% increase in followers and generating 94k viewer impressions.
- **Optimised email, EDM, and SMS marketing campaigns**, achieving an 18% increase in open rates and consistently maintaining them above the fitness industry benchmark of 35%.
- **Led end-to-end marketing initiatives** to attract new leads and drive brand loyalty, from strategy and creative design to campaign execution—resulting in a 30% rise in class attendance and enhanced brand positioning in the wellness sector.
- **Developed 100+ digital assets** and executed 20+ marketing campaigns, driving sales growth and showcasing expertise in visual design and branding.
- **Directed 15+ photoshoots**, capturing high-quality images with DSLR cameras and editing using professional editing software.
- **Managed influencer outreach** to amplify brand visibility and evaluated marketing performance to optimise ROI.
- **Coordinated strategic partnerships with renowned brands**, including Lululemon, Nosh, Hareruya Pantry, Industry Beans, and STAX, elevating brand awareness and reputation.
- **Managed collaborations with university student clubs**, generating leads among key demographic segments.
- **Managed client relations and community engagement** across in-studio and digital platforms.

Marketing, Communication and

Graphic Design Assistant

NOV 2019 – FEB 2020

Brothers Rugby Club (Brisbane, Australia)

- **Co-managed digital and social media marketing**, including scheduling posts, creating graphics and promotional content, and running campaigns to elevate brand visibility, drive event publicity, and engage target audiences.

References available upon request.

STRENGTHS

- * Digital Marketing
- * Social Media Management
- * Content Creation
- * Graphic Design & Video Editing
- * Copywriting
- * Client Relationship Management
- * Website Management

SKILLS

Adobe Lightroom Adobe Photoshop Asana
Advanced Custom Fields Canva CapCut
Elementor Google Analytics Meta Ads Manager
Microsoft Office Suite Premiere Pro WordPress
Social Media: Facebook Instagram LinkedIn
Pinterest Snapchat TikTok Twitter WeChat
RED (Xiaohongshu) YouTube

EDUCATION

Master of Marketing Communications

University of Melbourne

DEC 2021

WAM 87.00 (H1)

Bachelor of Journalism

University of Queensland

DEC 2019

CGPA 6.05/7 (D)