



Yanni Zou

Product Marketing · Content Strategy
· Paid Media · 9+ years

CONTACT

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EDUCATION

UC Berkeley

Master of Journalism, Multimedia

GRADUATE SCHOOL OF JOURNALISM ·
2014-16

GPA **3.96 / 4.0**. The multimedia track combines intensive practice and intellectual rigor to produce rich digital interactives and visual assets.

Coursework: Multimedia Bootcamp, Visual Storytelling, Videography, Advanced Coding Interactives, Entrepreneurial Journalism.

University of International Relations

B.A., Culture & Communication

BEIJING · 2010-14

GPA **3.95 / 4.0**, ranked **1st** in class.
National Scholarship awarded by the Chinese Ministry of Education (Top 1%).

Honors: Outstanding Student · First-Class Scholarship · Top Reporter · Academic Ambassador.

LANGUAGES

Chinese NATIVE

English FLUENT

PROFILE

Product marketing professional with **9+ years** leading global go-to-market strategy and integrated campaigns across education, emerging technology, and youth-focused products.

Proven track record of translating complex product capabilities into clear, compelling, student-centric messaging that drives adoption and engagement at scale — combining **content strategy and paid media** to deliver full-funnel, multi-channel campaigns across social, paid, and community ecosystems.

PROFESSIONAL EXPERIENCE

UNICEF *Digital Communication Officer*

MAY 2021 – JUN 2025

UNITED NATIONS CHILDREN'S FUND · GLOBAL

- Led **global full-funnel integrated media strategy** across social, online video, display, and offline channels — managing high six-figure to million-dollar budgets and executing **1,000+ ads** contributing to **6B+ impressions** and **915M+ youth and parents** reached globally.
- Served as marketing focal point for high-impact global initiatives including **World Children's Day** and **World Immunization Week** — developing end-to-end marketing strategy, aligning cross-functional stakeholders, and translating complex program objectives into audience-centric messaging and execution.
- Managed **strategic partnerships with Meta, Google, and LinkedIn** — ensuring effective use of ad credits and alignment with global priorities; developed case studies, reporting, and insights to demonstrate impact and secure continued partner investment.
- Drove measurable performance through **AI-first creative workflows**, continuous A/B testing, audience refinement, and bid optimization — scaling multi-market output, lifting engagement efficiency, and lowering cost-per-result across channels.
- Delivered **global trainings, webinars, and office hours** enabling teams to run effective digital advocacy campaigns; resolved **500+ strategic and technical queries** supporting implementation in diverse, resource-constrained contexts.
- Built **cross-channel reporting frameworks**, using platform analytics to inform real-time optimization and post-campaign insights for global stakeholders.

Google · Wing *Social Media Manager*

AUG 2019 – MAR 2021

ALPHABET, DRONE DELIVERY · FIRST SOCIAL MEDIA MANAGER

- As Wing's first Social Media Manager, established the brand's **digital presence from the ground up** — developing an integrated content and paid media strategy that gave one of Alphabet's most speculative projects a consistent cross-channel identity.
- Led end-to-end execution of **100+ campaigns**, shaping early public perception and market adoption of drone delivery through clear positioning and targeted paid amplification.
- Drove **go-to-market efforts** across regional markets (Australia, Finland, US), increasing brand awareness and engaging local communities around a new category of consumer hardware.
- Executed and optimized **multi-channel campaigns** across social and paid platforms, improving engagement and adoption through continuous testing and iteration.

DJI *North America Digital Marketing Lead*

JUL 2016 – AUG 2019

DJI NORTH AMERICA · CONSUMER DRONES

- Led **digital marketing strategy in North America**, supporting product launches and driving brand awareness and product education.
- Created and scaled **multimedia content** — graphics, animations, infographics, and short-form video — to engage audiences and strengthen product positioning across channels.
- Executed **50+ paid campaigns**, including influencer-led initiatives. The **"Spark Your Moment"** campaign generated **~500K video views** and drove over **\$1M** in product sales from 40K link clicks.
- Partnered cross-functionally with product, marketing, and regional teams to support launches and **align digital strategy with business objectives**.

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SKILLS · PROFICIENCY

Integrated Marketing	██████████
Content Strategy	██████████
Paid Social & Search	██████████
Facebook & Instagram Ads	██████████
Google Ads	██████████
LinkedIn Ads	██████████
Google Analytics	██████████
Photoshop	██████████
InDesign	██████████
Sketch	██████████
Final Cut	██████████

AREAS OF PRACTICE

Storytelling · Content · Strategy · Paid · Design · Social · Community

CROSS-CHANNEL

Meta · Google · YouTube · LinkedIn · Twitter / X · TikTok · WeChat · Weibo

TOOLS

Meta Ads Manager · Google Ads · LinkedIn Ads · Google Analytics 4 · Photoshop · InDesign · Sketch · Final Cut Pro · Figma

LANGUAGES

Chinese	NATIVE
English	FLUENT

EARLIER EXPERIENCE

Microsoft Research Asia *Communications & Public Affairs* NOV 2013 – AUG 2014

BEIJING · INTERNAL & EXTERNAL COMMUNICATIONS

- Supported **internal and external communications**, including event promotion, content development, and social media publishing across the research lab's channels.
- Contributed to **cross-functional projects** including research, event communications, and executive engagement initiatives.

HIGHLIGHTED CAMPAIGNS

UNICEF · '22

World Children's Day × FIFA World Cup

1.1B impressions, 78M video views — UNICEF's most-viewed video launch.

UNICEF · '21

Changing Childhood × Gallup

84M impressions, 22M unique users across EN / ES / FR. Paid drove 96% of microsite traffic.

UNICEF · '24

Immunization Week & GAVI

Introduced LinkedIn as advocacy channel; reached donors, decision-makers, and parents in one plan.

DJI · '18

"Ready, Set, Go" — Mavic Air

DJI's most-engaged YouTube video — 70,255 engagements. 1 hero → 30 multi-platform assets.

DJI · '17

QuickTips — Spark

39M video views. DJI's first social-first digital campaign and best ROAS to date.

DJI · '18

#DronesForGood — Whales

8.2M reach, 3.4M views, 6 languages. Humanitarian award for conservation storytelling.

AWARDS & RECOGNITION

Shorty Impact Awards *Five UNICEF campaigns honored* 8TH ANNUAL · 2023

DIGITAL MARKETING FOCAL POINT · CHANNEL STRATEGY, AUDIENCE TARGETING, PAID AMPLIFICATION

- **One Team for Children's Rights** — World Children's Day. Global campaign category.
- **UNICEF Parenting Month** — Digital Activation. Multi-platform category.
- **Children Under Attack** — Explosive Weapons (EWIPA). Multimedia advocacy category.
- **New Old News** — UNICEF. Short-form video category.
- **UNICEF** — Large Non-Profit of the Year. Organization of the Year category.

Chasing Lithium *Best Student Project, ONA* UC BERKELEY · 2016

ONLINE NEWS ASSOCIATION · MULTIMEDIA INVESTIGATION

- An award-winning multimedia package investigating the environmental, human, and political stakes behind the mining, manufacturing, and disposal of lithium-ion batteries — combining short video, informative graphics, photography, and text to surface the hidden costs behind a 21st-century resource. chasinglithium.com