

PORTFOLIO

S E L E C T E D W O R K
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By Stella Wang





My Promise

Whoever you are, whatever the purpose of your visit,
I will cherish our time together.

I will dare to discover who you are,
therefore, leave the door open for me to surprise
you.

We will build a genuine relationship overtime.

Each time we come together, we will leave feeling
enriched.

About Me

Hello, my name is Stella Wang. I am a strategic marketing enthusiast with 6+ years of experience in social media, website maintenance, project management and public relations.

After getting my Honours Bachelor's Degree in University of Toronto, I decided to stay in Canada to pursue my career.

With a gratitude mindset, I enjoy most things in life, which also boosts my creative vision.



Strategy



- **Luminato Toronto Festival**

I have a proven track record in managing multi-channel campaigns included print (16m impressions), out-of-home (302m impressions), and digital platforms (3m impressions), and producing creative assets (Festival guide/Signage/House program) which align with brand standards, generating millions of impressions.



Yonge-Dundas Square, Toronto



David Pecaut Square, Toronto

Strategy

- BMO

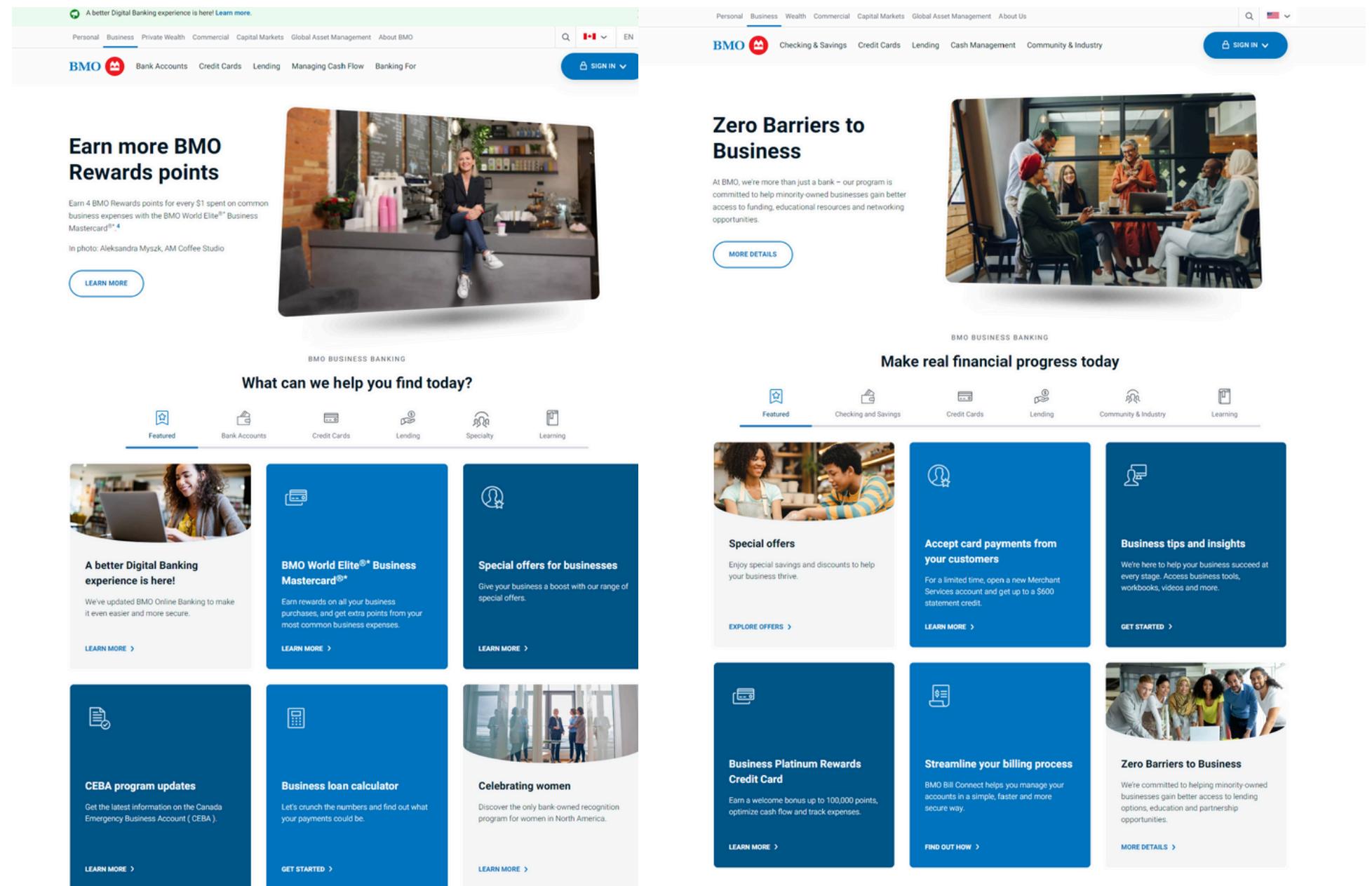
Partnered with Line of Business, I led developers, UX designers, copywriters, and SEO/analytics team to work on the Webpage & Navigation Redesign and Optimizations as part of an overall enterprise refresh and optimizations.

Canada:

- Book appointment volume target exceeded for F23 by **+33%**
- The application start rate of credit line performed strongly at 16% v.s. the target at 10%
- Increase in application completes from credit card pages

US: Credit Card Application Start Rate

- Ontrack to outperform target by **+209%**
- SEO ranking high for low funnel keywords with high intention to convert



North America Business Banking

Strategy



- **BMO**

Led with an Agile team to launch the key products of Business Banking through the execution of tactical plans that aligned with corporate and brand marketing strategies.

I crafted a unique value proposition with updated offer content; enhanced the visibility of the CTA button; and continued to simplify the links of campaign pages.

BMO World Elite® Business Mastercard®

Get rewarded for all your purchases. Plus, earn extra rewards on your most common business expenses, to make the most of your money.

- ✓ Get 4 points for every \$1 you spend on gas, office supplies, cell phone and internet bill payments^{4,5}
- ✓ Get 1.5 points for every \$1 you spend on all other card purchases^{4,5}



APPLY NOW



Welcome offer:

Get up to 50,000 points when you spend \$5,000 in the first three months and an additional 20,000 points when you spend \$35,000 in the first twelve months.¹ Plus, get a 0.00% introductory interest rate on Balance Transfers for 9 months with a 3% transfer fee.[†]



BMO CashBack Business Mastercard

Make the most of your purchases with our cash back credit card. Get money back on all your business expenses.

- ✓ \$0 annual fee
- ✓ 19.99% interest on purchases³
- ✓ 22.99% interest on advances³



Winner of best cash back card in 2022 by milesopedia.



APPLY NOW



Welcome offer:

Get 10% cash back on gas, office supplies and cellphone and internet bill payments for 3 months!¹ Plus, get a 0.00% introductory interest rate on Balance Transfers for 9 months with a 3% transfer fee.[†]



Credit Line for Business

With a Credit Line for Business, you get quick, flexible financing for just about any business need. Borrow what you need, when you need it.^{1,2}



APPLY NOW

Prefer to apply in branch?

[BOOK AN APPOINTMENT.](#)



Already a BMO Business customer?

Book an appointment to apply for a Credit Line for Business.

[BOOK AN APPOINTMENT >](#)

Pre-approval Fall Campaign for Business Credit Cards and Credit Line (Email/Direct Mail/Website)

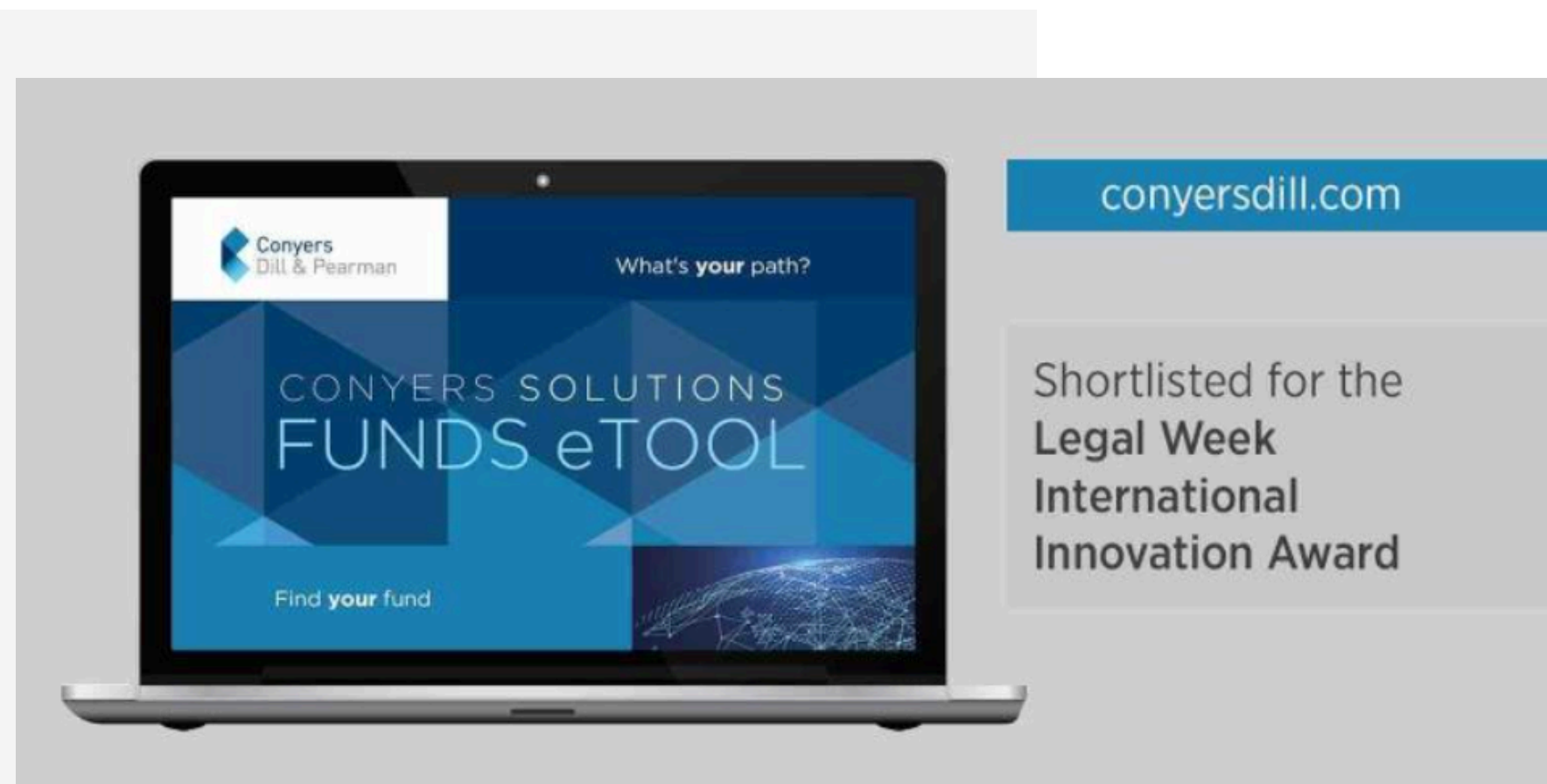
Strategy



- **Conyers**

I developed and executed marketing strategies to build the company's professional brand and increase client acquisition and retention via digital channels, including the firm website, content development & distribution, email and CRM, media and analytics, digital advertising and social media.

I implemented as well as collaborated with digital team members, vendors and internal clients to execute major digital initiatives from 2019. I've **tripled** productivity for digital production and improved conversion rates by **7x**.



Conyers Solutions Funds eTool -
British Virgin Islands

Strategy

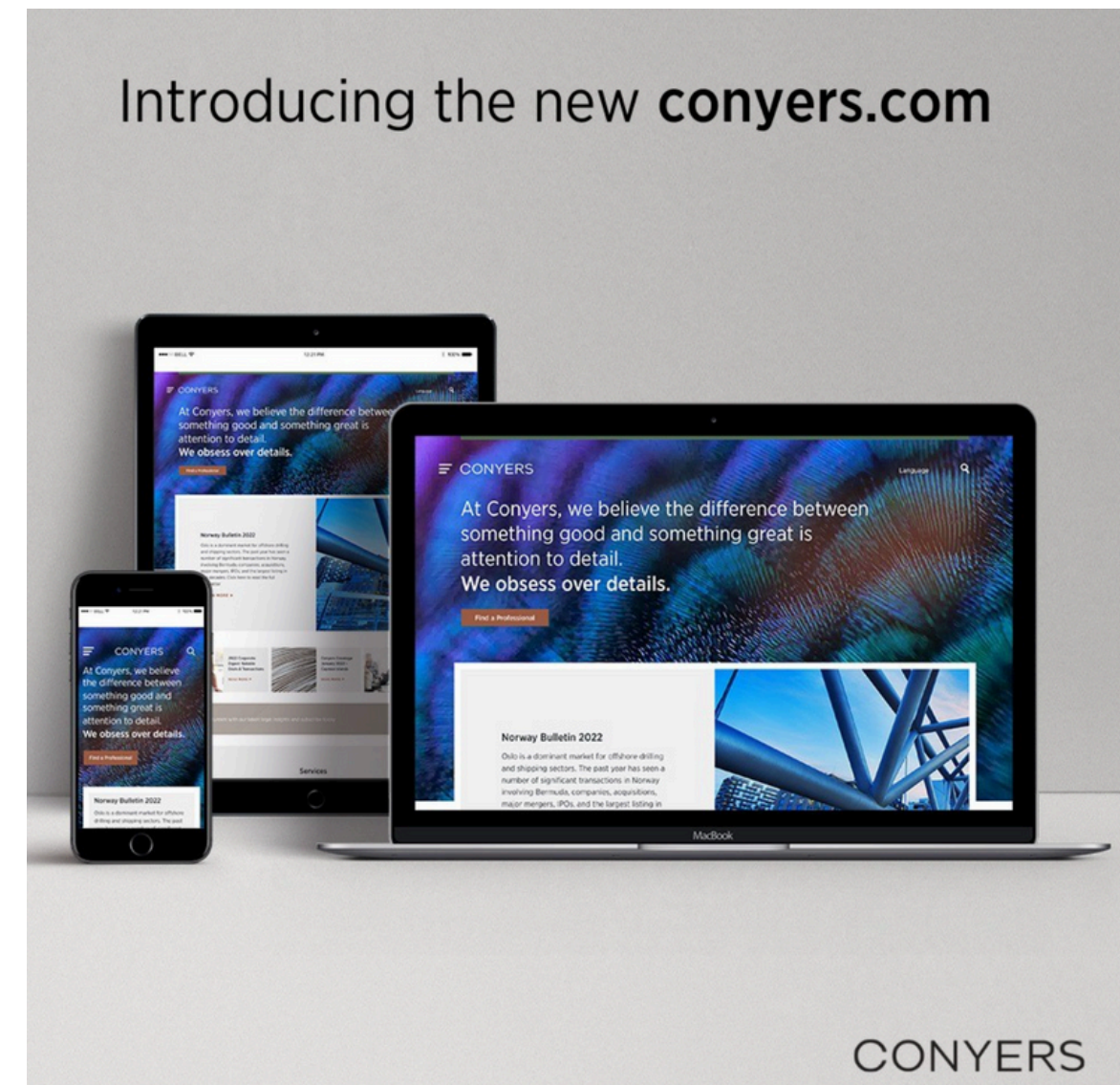


Rebranding - Leading International Law Firm



Assisted with the development of a new website for conyers.com. This entailed collaborating with an internal team of seven, and working alongside three external agencies. The site boasts an intuitive user experience, cleaner navigation, updated features/functionality, innovative technology (AI search) and refreshed design.

Adward-winning Global Offshore Law Firm



Strategy

- WeCloudData

I fostered growth and customer engagement through online channels (Twitter account/WeChat), such as content development, shareable creation with over than 41K organic impressions/month and increased profile visits by 523%.

As well, I provided ongoing performance evaluations and analysis to ensure the organization reached its objectives.



2018年8月27日

社会我魏姐教你怎么撩HR!

阅读 740 赞 5

2018年10月24日

三周年锦鲤 | 一起看电影、吃蛋糕还有派对

阅读 633 赞 9

Social media -WeChat

 WeCloudData @WeCloudData · May 28, 2018

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 WeCloudData @WeCloudData · May 18, 2018

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Social media -Twitter

 WeCloudData @WeCloudData · Jun 17, 2018

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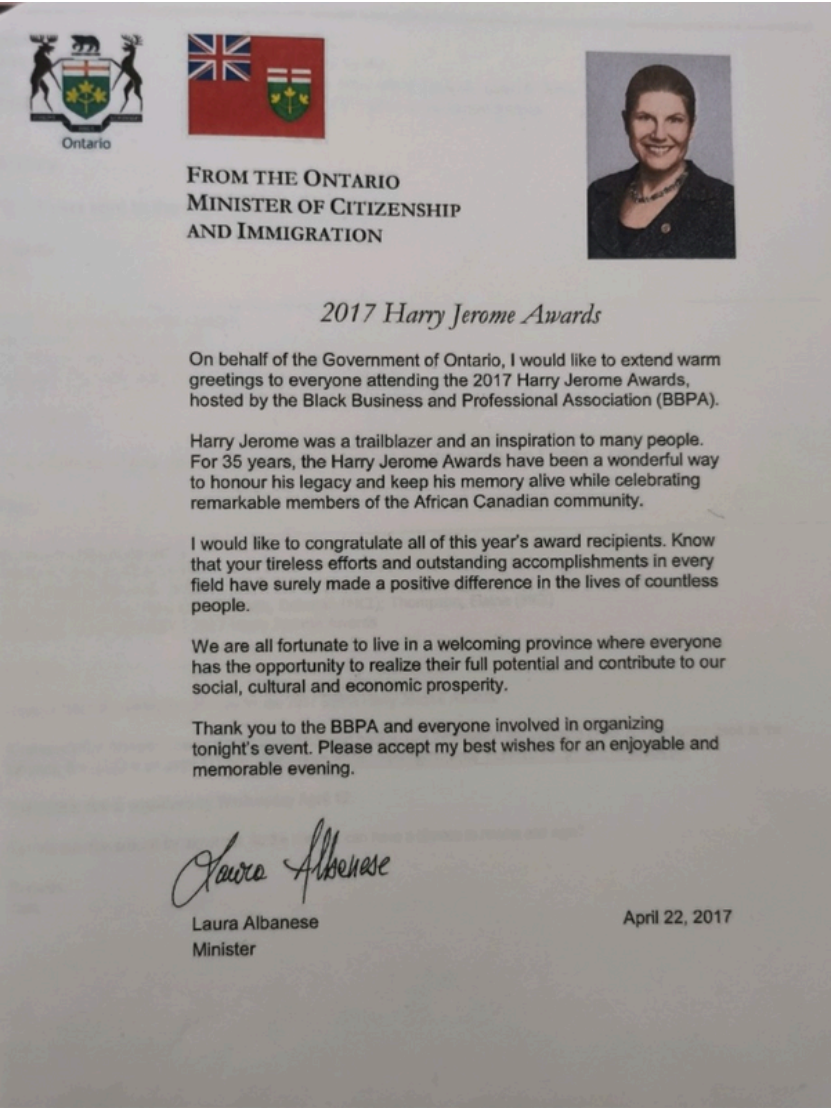


Strategy

- Ministry of Citizenship and Immigration

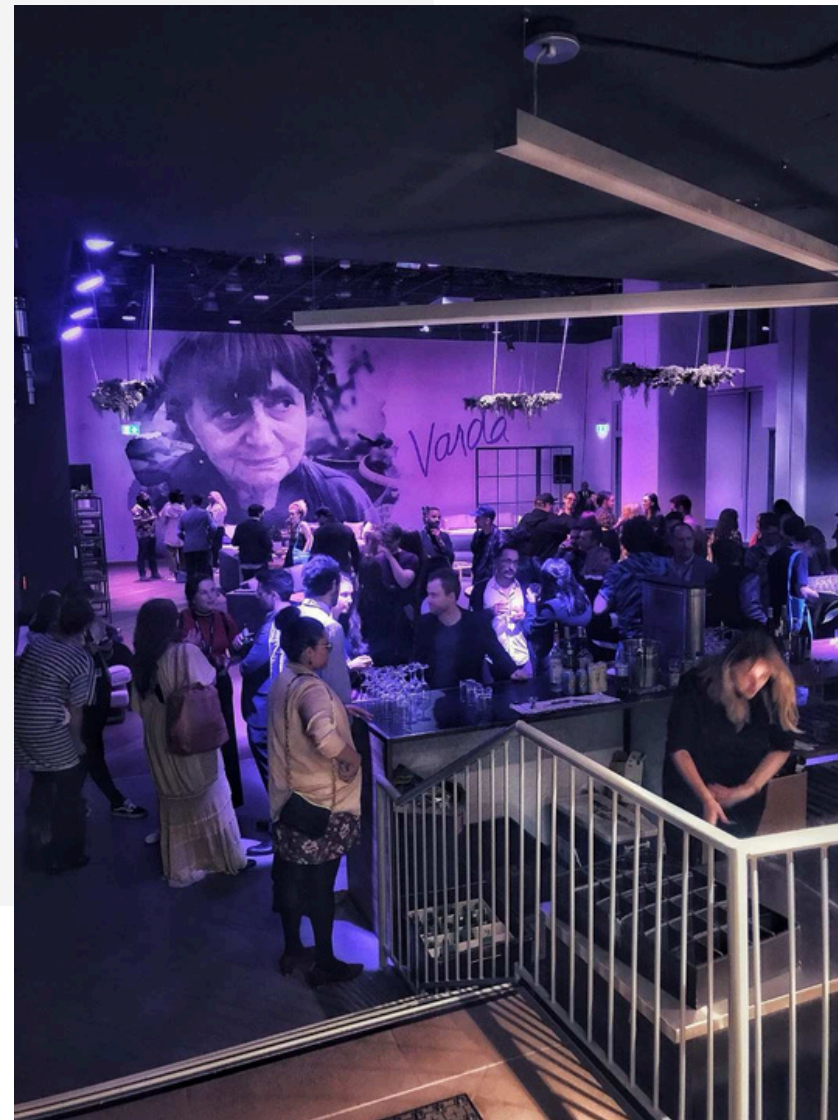
I prepared communications products (briefing materials, reports, correspondence, Letter of Greetings) on behalf of 3 Ministers from Ministry of Seniors Affairs/Ministry of Citizenship and Immigration/Ministry of International Trade.

I assisted to manage social media accounts to promote high-profile marketing campaigns such as 5% Francophone Immigration Marketing Plan, Global Experience Ontario (GEO) etc.





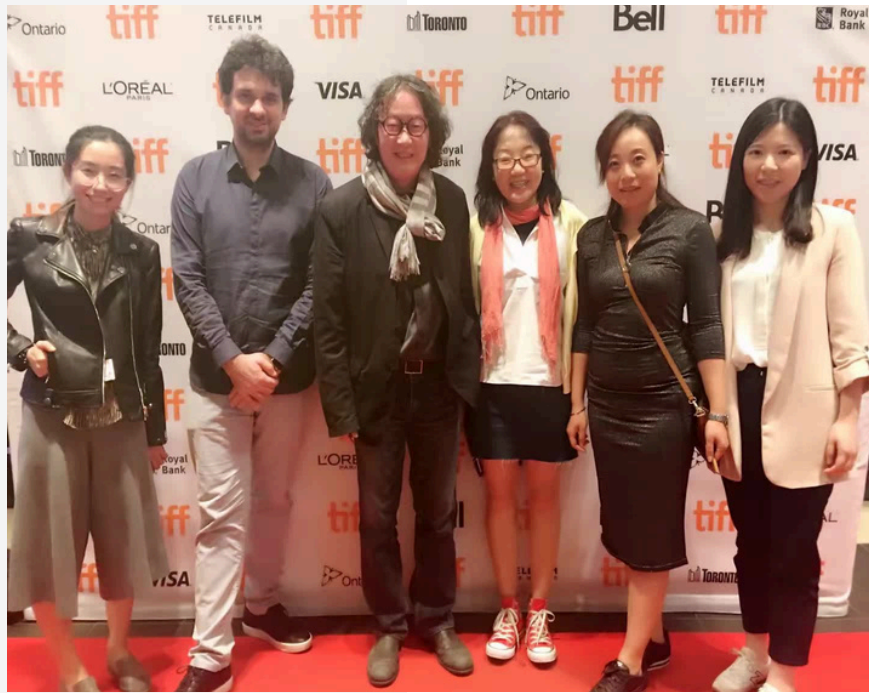
Event Assistant, 2018 - Cocktail Party, Industry Event, TIFF



Event Management

I have also grown to love and thrive in the film industry/cultural events and built up experience working with talents, and on red carpets.

Filmmaker Host, 2017 - "Dragonfly Eyes" directed by Xu Bing, TIFF



Event Assistant, 2017 - "Legend of the Demon Cat" directed by Chen Kaige, TIFF



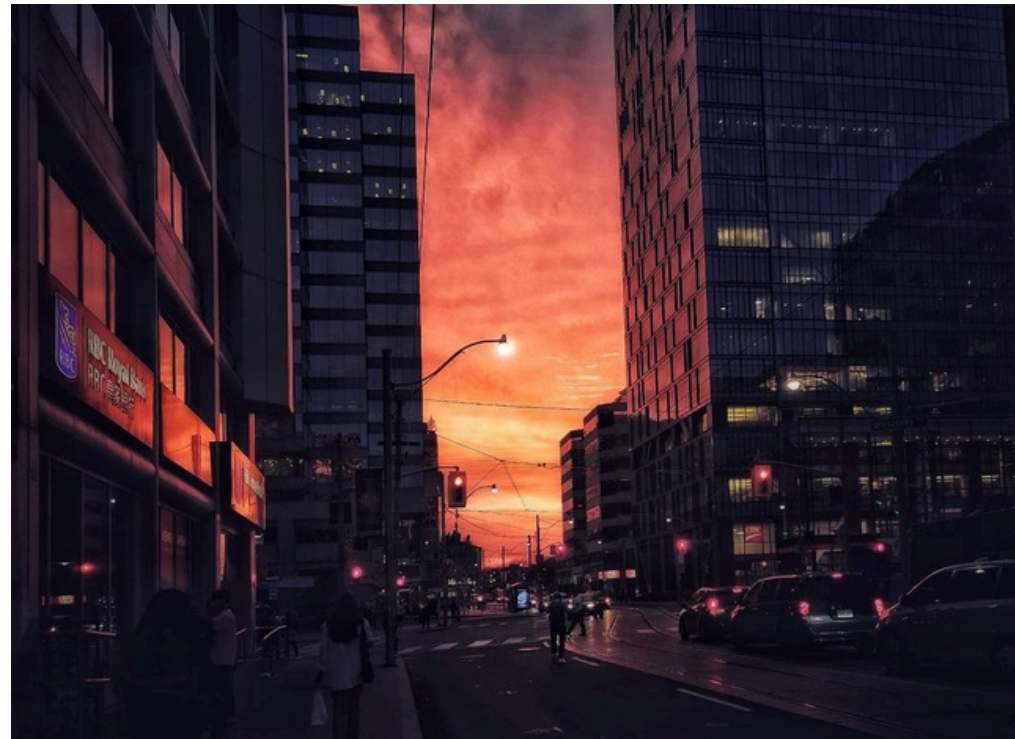
Event Assistant, 2017 - In Conversation with "Angelina Jolie", TIFF



Event Assistant, 2017 - CWFA China Night, China-West Filmmakers Alliance

Creative

As I live in a world of infinite possibilities, preferring to see things not as they are, but as they could be. I also have a keen interest in contributing to society through design (Canva/Photoshop). When not at work, I like to chase the beauty with my camera. 📷



Contact



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