

SHIRI ZHANG

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WORK PORTFOLIO

- [Personal Portfolio Website \(Desktop homepage is live, continuously refining the mobile version and expanding the site\)](#)
- [Google Ads Campaign Planning Sheet](#)
- [SEO Keyword Research Sheet](#)
- [Welcome Email Design \(Desktop & Mobile, Created in Mailchimp\)](#)
- [Google Ads Performance Report \(Looker Studio\)](#)

SKILLS & TOOLS

- **Skills:** Google Ads Campaign, Keyword Research, SEO, Campaign Analysis, Email Marketing, Canva Design
- **Tools:** Google Ads, SEMrush, Shopify, Looker Studio, Mailchimp, GSC, Wix, Canva, familiar with GA4, and GTM, Microsoft 365 (Excel: VLOOKUP, Pivot Table; PowerPoint; Word)

WORK EXPERIENCE

HubCore Consulting Limited | *Digital Marketing Internship*

Mar 2025 – Jun 2025

- **Paid Search Campaign Management:** Worked on Google Search Ads campaigns for a recruitment platform, supporting the process from initial setup to ongoing optimisation. Used Google Looker Studio to prepare weekly performance reports and share insights with the team. Helped refine campaign structure and ad performance by adjusting keywords, ad assets, and schedules. Contributed to campaign execution as part of a team that achieved over 500 sign-ups within 3 months.
- **Campaign Analysis:** Conducted weekly analysis of Google Ads Search Term Report to highlight irrelevant and underperforming queries for the team to review, and added negative keywords as directed, while identifying high-potential keywords for campaign optimisation.

Easy Spot | *Digital Marketing Internship*

Sep 2024 – Dec 2024

- **Google Ads Campaign Support:** Assisted in setting up Google Performance Max ads for a Shopify store to help increase sales, and adjusted the budget and ad assets as directed by the team.
- **SEO Keyword Research:** Conducted keyword research for collection pages across multiple product categories, using seed terms to gather keywords from SEMrush, Google Search Console, Google Search features and AI tools. Used Google Sheets to assign priority scores and levels to the initial keyword list for clustering and mapping.
- **On-Page SEO & Website Optimisation:** Updated product page titles, product descriptions, meta descriptions, and alt text for on-page SEO optimisation. Used the theme editor to update announcement bars and homepage banners to improve user experience and make sure they align with promotional campaigns.

EDUCATION

The University of Auckland
Master of Management (Marketing Specification) with Merit

Sep 2022 – Sep 2024

CERTIFICATIONS

Google Ads Search Certification
Google Ads Measurement Certification
HubSpot Email Marketing Certification
Mailchimp Foundations Certification
SEMrush Digital Marketing Hands-on Experience Certification