Zikang Deng

MARKETING & MEDIA STRATEGIST

Skilled in product planning and media operation, with 3 years of product experience. Focused on user experience, adept at understanding consumer needs. Responsible for the design and iteration of multiple marketing campaigns from 0 to 1.

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PROFESSIONAL EXPERIENCE

Forestry Marketing Intern / Ministry of Natural Resources

06/2026 - Present / Full-time in Sault Ste. Marie

- Supported Ontario Wood at the CTFO Field Day, Cottage Life Show and other events, coordinating booth setup, promotional materials, visitor engagement.
- Created 2 SOPs for eCRM partner-data management and bilingual accessible-video production, standardizing four-stage review and publishing workflows.
- Planned content across Instagram, Facebook, X, and Pinterest; produced 100+ graphics and 15 videos.

Co-founder, Principle Operation Manager / Frontier Messenger

08/2024 - Present / Part-time in Toronto

- Produced 2 GTA film community events (~500 attendees each) and managed cross-channel community comms, driving engagement, turnout, and post-event feedback loops.
- Ran Instagram/X campaigns and media buying stratigies generating 200K+ impressions and 400+ registrations/orders.
- Partnered with design and web teams to refine Shopify UX across 20+ products and co-designed merch. Manage KOL system with more than 10 local artists.

UX Researcher / Centre for Effective Practice

01/2026 - 04/2026 / Part-time in Toronto

- Coordinated 15 usability test for a clinical tools redesign, managing planning and team coordination for 5 clinician sessions and 5 comparative tasks.
- Supported final client handoff through report writing, presentation development, and synthesis of insights from ~16 hours of stakeholder and team meetings.

International Marketing Planning / Hypergryph

04/2025 - 08/2025 / Co-op in Shanghai

- Monitored and analyzed social media performance across channels totaling 270K followers and ~900K monthly views,.
- Produced twice-daily media intelligence briefings, synthesizing public sentiment, industry news, and online discussions to support communications decision-making.
- Coordinated regional marketing campaigns for the Taiwan market, increasing participation while reducing launch-period negative sentiment by ~6%.
- Partnered with marketing, UX research, and design teams to produce 300+ digital assets monthly using Figma, Photoshop, and DaVinci Resolve.

Service Designer (Capstone) / Loblaws

01/2025 - 04/2025 / Part-time in Toronto

- Built end-to-end service maps for the PC Express ordering flow, synthesized interview insights into key opportunity areas.
- Conducted heuristic evaluation and journey-based analysis; proposed improved flows and service concepts aligned to feasibility constraints.
- Delivered a final service design report and validated concepts via stakeholder reviews; elements were taken forward into implementation.

Sports Photographer / University of Toronto Varsity Blue

09/2024 - 04/2025 / Workstudy in Toronto

- Leveraged Adobe Lightroom, Photoshop to edit and deliver nearly 2,000 high-quality photos from 30 games.
- Ensured 90% of images were submitted within 12 hours, contributing to the 2024-25 OUA Best Social Media Account award.
- Managed post-game photo curation by selecting and editing standout images from nearly 17,000 shots per season.

International Game Marketing / Yostar

05/2024 - 08/2024 / Co-op in Shanghai

- Led North America (US/Canada) social channel, driving ~1.2M monthly impressions and 2,000+ net new followers through content planning and community insights.
- Conducted 30+ North America market analyses across US/Canada/Mexico , translating findings into audience targeting and campaign recommendations.
- Designed and deployed 100K+ player surveys, synthesizing quantitative + qualitative feedback into actionable insights adopted by PR, UX teams.

NA Product Media Buying Analyst / Mobvista

05/2021 - 08/2021 / Intern in Beijing

- Supported ad operations using traffic analytics tools (Sensor Tower, App Annie), delivering 7 optimization strategies across 4 mobile games with ~1M active users.
- Independently authored user persona reports for 20+ mid-to-hardcore and overseas mobile games to inform precision ad targeting.
- Partnered with marketing optimizers to evaluate user experience across ~40 advertised products (including Shopee, Call of Duty: Mobile), translating findings into refined campaign strategies.

EDUCATION

UNIVERSITY OF TORONTO

Master of Information
Concentrated in UXD & HCDS
2024-2026

Honours Bachelor of Fine and Applied Arts
Game Design & Development (UXD Specialization)
2020-2024

GPA: 3.82/4.0
(2 Times Dean's List Scholar)

CERTIFICATION

AODA Certificate
OSG| 04/2026

Level 1 Certificated Instructor
Canadian Ski Instructors' Alliance | 03/2026

Pilot Certificate
Transport Canada | 07/2024

Nikon Professional Services Campus Program
Nikon Canada | 09/2024

TCPS 2: Core
Government of Canada | 07/2020

TOOLS

Editing: Photoshop, Lightroom, DaVinci Resolve, Final Cut Pro, Capcut
Product & UX: Figma, Miro, Jira, Canva
Web & CMS: WordPress, HTML/CSS, Framer
Analytics & Data: Tableau, Power BI
AI: AI-assisted research/content workflows, vibe coding

SKILLS

Core: Service Operation, Product Design, User Research, Media Editing
Methods: experimentation, user research, data-informed decision-making
Systems: design systems, documentation, pipeline
Collab: cross-functional collaboration
Domain: AI-assisted products