# Ridge Zhang

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## 💼 Professional Experience

### Philanthropy Specialist, Database

*Take a Hike Foundation*

07/2024 – present

- Achieving an 18% YoY revenue growth by prospecting qualified leads with iwave and Environics demographics data
- Analyzing, filtering and refining a list of donors qualified for moves management
- Ensuring flawless records in Quickbooks and Salesforce while aiding Manning Elliot for audits
- Improving efficiency by implementing automated donor touchpoints in Salesforce Workflows
- Improving the retention rate by 9% YoY of the Annual Giving Portfolio
- Innovating journeys to enhance our donor's experience from a donor-centric perspective
- Planning, refining and executing our strategic implementation roadmap
- Reducing inefficiencies due to delayed response of up to 5 days for Major Gifts by automating task population
- Stewarding donors through automated voicemail messages and email series

### Development Coordinator

*The Bloom Group Community Services Society* 🔗

10/2022 – 06/2024

- Analyzing donation data and trends
- Converting one-time donors to monthly donors
- Exceeding annual donation targets by over 24%
- Growing our social media followers by 30% YoY
- Improving our SEO through the search console
- Integrating 2k+ constituents to our RE database
- Issuing tax receipts according to CRA standards
- Leading the implementation of real-time reporting
- Organizing events for hundreds of participants

## 🧠 Skills

**Adobe Suite**
*Acrobat DC, After Effects, Audition, Illustrator, InDesign, Photoshop, Premiere Pro*

**Filming and Photography**
*Colour correcting, Editing, Storyboarding, VFX*

**Fundraising**
*Annual Giving, Campaigns, Donor Research, Donor Stewardship, Grant Writing, Reports*

**Graphic and UX Design**
*Apps, Brochures, Cards, Direct Mails, Forms, Flyers, Newsletters, Spreads, Webpages*

**Microsoft Suite and Tableau**
*Word, Excel, One Drive, Planner, PowerPoint, SharePoint, Tableau, Teams*

**Organizing Events**
*Attendance, AV, Catering, Live Streaming, Planning, Tickets, Venue, Volunteer Training*

**Salesforce and Raiser's Edge**
*Adding / Merging, Customizing, Data Cleaning, Processing, Tax Receipting, Workflows*

**Social Media**
*(Facebook, Instagram, Twitter, YouTube), Google Analytics, Hootsuite, Mailchimp*

**Strategic Communications**
*Evaluating, Ideating, Planning, Presenting*

**Web Design and Development**
*HTML and CSS, Java, JS, JSON, Laravel, SEO and Search Console, WordPress*

## Marketing and Communications Coordinator

*The Bloom Group Community Services Society* ↗

06/2022 – 10/2022

- Accelerating website traffic by over 46% YoY
- Building A/B testing for social media
- Creating content for social media
- Designing and distributing digital newsletters
- Filming and editing promotional videos
- Maintaining the website (WordPress, HTML, CSS)
- Providing technical services and IT support

## Marketing & Recruitment Assistant

*Graduate and Postdoctoral Studies (UBC)* ↗

01/2022 – 04/2022

- Compiling and updating contacts
- Designing promotional material for social media
- Editing and publishing application advice videos
- Posting jobs on Handshake and jobRxiv

## Data Visualist

*Global Reporting Centre (UBC)* ↗

05/2021 – 12/2021

- Generating visualizations with JS, D3, HTML, CSS
- Improving the visuals of news articles
- Securing awards and nominations as a team
- Working on the Land Grabs and Plastics ↗ projects

## Technical Services

*CiTR Radio 101.9FM* ↗

06/2021 – 11/2021

- Creating of DJ Land application and database
- Executing code in PHP, Laravel, SQL
- Providing IT support and roll updates
- Programming front-end and back-end

## Family Business

*Vancouver Tree Service*

01/2016 – 08/2020

- Advertising to increase revenue by 10% YoY
- Applying for permits for rezoning or tree removal
- Dimensioning site plans for arborist reports
- Filing tax and GST returns
- Improving customer retention rate to over 80%
- Invoicing and accounts receivable
- Leading the referral program and driving growth
- Planning and executing strategic growth plans

## 🎓 Education

### MA. Master of Journalism

*University of British Columbia*

09/2020 – 04/2022 | Vancouver, Canada

Entrance scholarship

### BSc. Interactive Arts and Technology

*Simon Fraser University*

01/2017 – 08/2020 | Burnaby, Canada

Degree with distinction

### Exchange Program

*National University of Singapore*

01/2019 – 05/2019 | Singapore

## 🏅 Awards

- Canadian Association of Journalists ↗
- SPJ Mark of Excellence Award ↗
- The Award in Excellence in Health Care Journalism Student Category ↗

## 📁 Projects

### DriveLapse ↗

*YouTube Channel*

- Producing professional quality cinematography targeting travel enthusiast while conducting A/B testing to improve impressions, watch time and viewership

### Canadian Literature (CanLit) ↗

*Rebranding*

- Rebranding Issue 248 ↗ onwards and updating the layout of the 196-page journal in InDesign

## 🌐 Secondary Language

### Chinese Mandarin

Proficient