



YASMIN DANGOR

DIGITAL MARKETER |
PUBLIC RELATIONS |
CONTENT CREATOR |
PHOTOGRAPHER

ALWAYS WITH A "Y"

OBJECTIVE

GAINING EXPERIENCE

INTERESTS

SERVICE DESIGN | UX DESIGN
(DESIGN THINKING & INNOVATION)
INFLUENCER MARKETING
CONTENT MARKETING
DIGITAL STRATEGY
SOCIAL MEDIA

VOLUNTEER

STARTUP GRIND BEIJING
CORE TEAM : MARKETING



YASMIN DANGOR

DIGITAL MARKETER |
PUBLIC RELATIONS |
CONTENT CREATOR

ALWAYS WITH A "Y"

CONTACT

CALL
+86 13521217226

EMAIL
YASMINDANGOR@ICLOUD.COM

WECHAT
YAS_MINI

LINKEDIN
WWW.LINKEDIN.COM/IN/YASMINDANGOR

UNSPLASH
WWW.UNSPLASH.COM/@YAS_MINI
AVG. 280K VIEWS/IMAGE

WRITING PORTFOLIO
YASMINDANGOR.JOURNOPORTFOLIO.COM/

NATIVE ENGLISH SPEAKER | SOUTH AFRICA



EDUCATION

BACHELOR OF COMMERCE (HONS)
INDUSTRIAL PSYCHOLOGY |
UNIVERSITY OF JOHANNESBURG | 2011

TESOL |
WITS LANGUAGE SCHOOL | 2014

ONLINE PUBLIC RELATIONS SHORT
COURSE |
GET SMARTER - UNIVERSITY OF CAPE
TOWN | 2015

PROFESSIONAL DIPLOMA IN DIGITAL
MARKETING |
BRAND SCHOOL | 2016 (CERTIFICATION
BY DIGITAL MARKETING INSTITUTE) |
(GRADUATED CUM LAUDE 10
DISTINCTIONS)

PROFILE

Enthusiastic and results orientated individual with an interest in digital disruption and consumer behaviour. Holds professional qualifications in Industrial Psychology, Digital Marketing and Public Relations. Has gained experience in digital marketing with focus on digital strategy and content creation, public relations, and music event management through freelance activities, previous employment and self-learning. Currently employed as freelance Content Editor in Beijing China but looking for a full-time position in a digital or online media environment which will enable me to build on my skills and provide me with the chance to gain work experience in the areas (digital strategy, content marketing) I am passionate about.

EXPERIENCE

CO-FOUNDER AND CO-OWNER (A WEBSITE FOCUSED ON MUSIC PROMOTION)

THINK IN ELECTRONIC.CO .ZA | SEP 2012 - PRESENT

- Chief-Editor- Search for, create and manage exclusive content for site and social media
- Manage and monitor social media accounts (Facebook, Twitter, Instagram & Pinterest)
- Developing innovative and storytelling content. Content types included interviews, event promotion & reviews, music reviews, competitions and social media
- Building relationships and liaising with media, public relations companies, artists and management agencies (Ultra music, Universal music SA, Anjunabeats, Armada Music)
- Producing content and promoting content attaining +40k views/month Avg. 3k views/post
- Interviewed artist such as: The Chainsmokers, Rudimental, Tigerlily, Hardwell, Thomas Gold

FREELANCE MANAGING EDITOR (BEIJING, CHINA)

GIGADGETS (INSTAGRAM, WEBSITE & FACEBOOK) | AUGUST 2019 - OCTOBER 2019

- Generating story ideas for Instagram stories and web articles and planning web posting schedule
- Social media, monitoring, analysis and community management
- Copywriting and copy editing for website articles and social media sites -Instagram, Facebook, and Instagram stories
- Implementing SEO for website articles
- Developing and implementing an Instagram story engagement strategy, including template design, to drive traffic to the website
- Achieved a 20 % increase in Instagram story engagement and story views

FREELANCE DIGITAL MARKETING ASSISTANT (JOHANNESBURG, SA)

G & G PRODUCTIONS (RAGE FESTIVAL) | NOV 2015 - JAN 2016

- Content creation for Facebook, Twitter, and Instagram (videos, images and copy)
- Social media planning, monitoring, analysis and reporting and community management
- Copywriting, creative engagement planning, competition execution

ASSISTANT STORE MANAGER (JOHANNESBURG, SA)

TYPO (COTTON ON GROUP) | JULY 2015 - NOV 2015

- Ensure efficient running of the store, build, maintain customer relations and drive sales
- Daily and weekly sales reporting, inventory management and visual merchandising updates
- Store team leadership, engagement, training and development and motivation of store team members
- Increased sales by 30% in my first month as assistant manager

FREELANCE PUBLIC RELATIONS MANAGER (JOHANNESBURG, SA)

BRAND CARTEL | FEB 2015 - JUNE 2015

- Providing strategic public relations, market research and understanding target audiences and client direction in order to support client goals
- Conceptualising, planning and communicating public relations strategies and campaigns with placements in print, broadcast and online media
- Monitoring, analysing and reporting on PR results and media coverage.
- Identifying and maximizing on publicity opportunities
- Writing and disseminating press releases and newsflashes
- Building new and maintaining existing client and media relationships
- Clients included: Danish Design Watches, Freddy Jeans, Rosella Fashion Store, Big Burger Company
- Increased average PR value for all accounts by 60%

FOREIGN LANGUAGE TEACHER (BEIJING, CHINA)

BEIJING FOREIGN STUDIES UNIVERSITY E-PLUS K-12 | AUG 2016 - AUG 2018

HOME ROOM FOREIGN TEACHER (BEIJING, CHINA)

SUN KIDS INTERNATIONAL KINDERGARTEN | OCT 2018 - MAY 2019



YASMIN DANGOR

DIGITAL MARKETER |
PUBLIC RELATIONS |
CONTENT CREATOR

ALWAYS WITH A "Y"

CONTACT

CALL
+86 13521217226

EMAIL
YASMINDANGOR@ICLOUD.COM

WECHAT
YAS_MINI

LINKEDIN
WWW.LINKEDIN.COM/IN/YASMINDANGOR

UNSPLASH
WWW.UNSPLASH.COM/@YAS_MINI
AVG. 280K VIEWS/IMAGE

WRITING PORTFOLIO
YASMINDANGOR.JOURNOPORTFOLIO.COM/

NATIVE ENGLISH SPEAKER | SOUTH AFRICA



EDUCATION

BACHELOR OF COMMERCE (HONS)
INDUSTRIAL PSYCHOLOGY |
UNIVERSITY OF JOHANNESBURG | 2011

TESOL |
WITS LANGUAGE SCHOOL | 2014

ONLINE PUBLIC RELATIONS SHORT
COURSE |
GET SMARTER - UNIVERSITY OF CAPE
TOWN | 2015

PROFESSIONAL DIPLOMA IN DIGITAL
MARKETING |
BRAND SCHOOL | 2016 (CERTIFICATION
BY DIGITAL MARKETING INSTITUTE) |
(GRADUATED CUM LAUDE 10
DISTINCTIONS)

PART-TIME WORK

ARTIST LIAISON AND LOGISTICS MANAGER (JOHANNESBURG, SA)

NUWAVE MEDIA | APRIL 2012 - AUGUST 2016

- Serve the role of artist tour manager for local and international artists during the event/tour
- Communicating with artist and management, planning and organising accommodation, creating clear tour schedules, logistics, hospitality/rider and personal requirements
- Artists I've toured : Above&Beyond, Markus Schulz, Gareth Emery, W&W, Black Coffee, Cosmic Gate

VOCALIST RELATIONS, WRITER, INTERVIEWER (REMOTE WORKING)

TRANCEHUB.COM | MARCH 2011 - AUGUST 2016

- Management of the interview process and interviews (video and email) with trance vocalists
Liaising with international artists to set up interviews
- Liaising with PR agencies for media coverage of events (interviews reviews and photos)
- Increased website traffic by 40 % and social media traffic by 20%

PART-TIME ENGLISH TUTOR (BEIJING)

PRIVATE | MARCH 2017 - PRESENT

CHIEF DIGITAL CONTENT EDITOR (BEIJING, CHINA)

SHE IS ON POINT | JUNE 2019 - JANUARY 2020

- Create campaign concepts for blog posts, social media posts and product promotion
- Implementing maintaining SEO best practice for blog posts and website to rank on the first page of search engines
- Design blog and social media graphics including writing social copy and content planning
- Community manage Wechat groups
- Copy editing for blog posts and copywriting product information
- Manage a team of freelance writers, delegating tasks, providing direction and assistance

SKILLS

