

Life Journey Global

I was hired as a **marketing intern** by Life Journey Global, an education consulting company. During the three months of my internship, I led the Chinese marketing department to manage social media content creation across different platforms, including TikTok, Instagram, and YouTube. It was a valuable opportunity for me to take on a variety of creative and business responsibilities, allowing me to help our company reach and connect with our target customers.



Keywords

social media

video and image editing

Canva

Excel

Market Research and Customer Analysis

Life Journey Global is a multinational company specializing in consulting services for students aiming to study or live abroad. The education consulting industry is highly competitive, with many larger and more established companies than Life Journey Global. For instance, in one of its major markets, Taiwan, the study-abroad industry is saturated with numerous companies of similar sizes, none of which hold a significant advantage over the others.

Customers: aged 6-18 (summer camp). Living in East Asia and South America, particularly China (including Taiwan), Japan, Brazil etc. Middle-class and financially stable enough to afford the consulting fees and other studying/living costs in developed countries such as the U.S. and Canada.

SWOT Analysis

Strengths

- Diverse workforce
- Low operating costs due to remote work
- Strong connection with schools, particularly Ontario colleges

Weaknesses

- Weak online presence, not enough traffic generated by social media
- Relatively low marketing budget
- Unclear brand differentiation from competitors

Opportunities

- Social media marketing is the trend
- Online workshops and seminars to keep clients and agents informed of current news and policies
- Niche study abroad destinations

Threats

- Canada's cap on international students, and Western country's increasingly conservative immigration policies
- Severe competition

Social Media Strategy

After researching the industry, the competitors, and the company itself, I decided to implement a 3-step plan to boost our social media performance:

- Increase the frequency and diversify the range of social media posts, particularly focusing on producing short-form video content.
- Refresh and refine the content strategy to align more effectively with the preferences and interests of our Gen Z and Gen Alpha target audience
- Monitor performance metrics to identify optimal posting times and content types, ensuring maximum engagement and reach.

Work Samples



https://www.instagram.com/reel/DB5DF2alxCH/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

Camp La Vie Vancouver at UBC

加拿大温哥华国际夏令营

全球最宜居城市第五名

温哥华基本信息

- 世界一流的教育水平
- 世界上最宜居的城市之一
- 世界上最安全的城市之一
- 兼具自然与城市风光的美丽城市
- 移民/外国人友好城市
- 多元的人种
- 感受各国的饮食文化
- 全年气候温暖

加拿大排名第二的大学

英属哥伦比亚大学 (UBC)

- 加拿大著名大学 (BC省第1名, 加拿大第2名, 世界第35名)
- 已有超过百年的历史 (始建于1915年)
- 北美最国际化的大学
- 拥有来自世界各地的国际学生
- 全球教学、学习和研究中心
- 化学机器人工程领域研究备受赞誉, 是该领域的权威。有机会与杰森·海宏教授合作。

由我们公司赞助!

团队协作 完成任务

- 对象: 10岁至17岁
- 营地: UBC
- 参加者: 来自世界各地的国际学生
- 英语水平: 中级或以上
- 住宿: UBC大学宿舍
- 内容: 项目导向的课程
- 旅行
- 活动
- 班级人数: 最多 15 人

项目 基于法语“生活”的理念, 旨在培养“真正的国际人才”, 并通过非凡的经历让他们走向世界。

活动时间: 2024年7月14日 (星期日) 至8月11日 (星期日) 上限: 50人/周

Results

Despite not receiving a budget for social media performance boosting, my strategies yielded great results.

- Increase in the amount of created marketing content:
 - 3 posts/week
 - 2 videos or reels/week
 - 10 stories/week
- 50% rise in total interactions.
- 10% of follower growth.
- Received over 20 inquiries generated from our TikTok and Instagram content.

