



ELISA YAZIDI

CONTENT MARKETING MANAGER

MY STORY

2022 coincides with the 10th anniversary of my first visit to China and the tenth year since I started learning Chinese.

Like many fresh or soon-to-be graduates who studied Chinese at university, I was told that finding a job would be incredibly easy for me. And yet, I struggled to find the right path until I had to create one for myself.




I currently work as a Content Marketing Manager at the Guangzhou Google Ads Experience Center. Throughout the past six years, I have helped Chinese and international companies to grow their brands in other countries through digital marketing.

I have experience with SEO, content marketing, social media, and many more channels related to overseas marketing in particular. I am also familiar with marketing international brands in China through social media, advertising, Baidu SEO, and more.

I am sharing this neither to show off nor to impress anyone. This is only part of what I can bring to the table.

Digital marketing has the potential to help many businesses and individuals, regardless of whether you use Facebook or Weibo. I have had to learn everything by myself of what I know today. I wish to help others brand their businesses effectively just as much as I hope to guide those willing to enter such an unexplored and yet interesting field.

REACH ME AT

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MY SHORT STORY (READ THIS IF YOU'RE IN A HURRY)

- I studied "[Chinese Language & Culture](#)" and "[Global Management for China](#)" at the Ca' Foscari University of Venice;
- Learning a new language is fun, but you might feel like you're lacking a specific set of skills when trying to find a job;
- I currently work at a [Google Premium Partner](#) and the only [Google Ads Experience Center](#) in Guangzhou and Shenzhen. I am also a [marketing speaker](#) for MadeinChina.com;
- I have worked with many digital marketing channels, both for [China and overseas](#). This helps me to see more clearly how these channels work interconnected to each other;
- I wish to help others learn how to [brand their businesses](#) effectively or how to [find a job in marketing](#);



I'M READY TO HELP AT ANY TIME



MY CANDIDACY

Many are the reasons behind my candidacy. Here are some of the main ones:

1. Multiculturalism

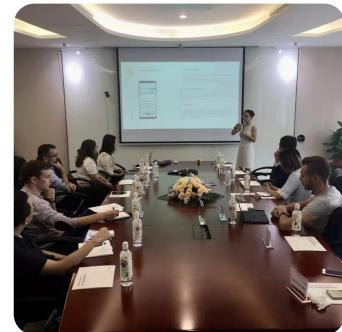
I was born and raised in Italy. However, I am **half Italian and half Tunisian**. I can speak different languages, including Chinese. I would love to represent a more culturally-inclusive version of Italy - to Italy, too.

2. Digitalization

As Young Professionals, we are often asked to brand ourselves and our businesses (or the businesses for which we work) through one or more digital channels. I am passionate about all topics related to **marketing, entrepreneurship**, and - in particular - startups.

3. A combined perspective

I have visited countless companies in Guangdong Province. I have also communicated with international businesses willing to enter the Chinese market. We don't always understand each other, but we all share similar goals. Now it's about finding a common ground to learn from each other and together, too.



THANK YOU

