

Biography: Helen Zhao

Helen (Fangyuan) Zhao is a small business owner providing Marketing strategy, advice, and solutions to her clients (small to medium sized organizations). Enabling clients adopt marketing best practices and utilize marketing tools available at their disposal to uniquely position their products and services on various platforms (digital, print and referrals) is some of the value she creates.

Helen is passionate about supporting good social causes, connecting people for mutual success, and building meaningful relationships. She has learned the art of communicating with her audience in their language while making it fun.

Canada has been home to Helen since 2007. Her first attempt to give back to the community was as an international student volunteering for not-for-profit organizations that were affiliated with the university. This is where she developed her passion for community service and helping others who were in need. Helen has spent the last 13 years working with people from all walks of life, different cultures and ethnic backgrounds with the largest group being new immigrants to Canada. Being an immigrant herself, Helen has gone through similar adversities and challenges: learning a foreign language, new customs, integrating to the local culture, and connecting with the community. Volunteerism has helped to gain a deeper understanding of the local cultural, perfecting her English in both written and verbal communication and establishing her roots in Canada. Moreover, she learned the importance of community building and helping others in need.

Whenever there is an opportunity, Helen will give back to the community as the impact and the role communities have played in her life has shaped her into who she is today.

With a BCom Degree from University of Victoria and a Supply Chain Management Professional (SCMP) designation from Supply Chain Canada, Helen also developed her expertise and passion

in Marketing and Communications. One of Helen's goal, as the founder and CEO of HZ Marketing, is to reshape the landscape for small businesses with small/non-existent marketing budgets , changing their perception of marketing while providing them with essential services to digitize their presence & get them visibility into their customers behaviors.