

ANNA VO

Growth Marketing Associate

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ABOUT ME

An experienced growth marketer with an entrepreneurial spirit that drives positive brand experiences and delivers measurable results for B2B and B2C clients in the long term.

PROFESSIONAL WORK EXPERIENCE

Starcom, Publicis Media

Toronto, ON, Canada

• Paid Search Specialist (B2B & B2C)

May 2023 - Present

- o Develop media forecasts effectively for media budgets ranging from \$100k - \$1M annually for clients in the Food & Beverage, CPG, Aviation, and Pharmaceutical industries by utilizing understanding of budget management.
- o Actively monitor SEM campaigns, achieving an average of 15% monthly increase in clicks and CTR for brand awareness campaigns and 25% MoM for conversion-tracking campaigns.
- o Identify growth levers by benchmarking performance against industry competitors and implement search marketing strategies with strong accountability, in collaboration with Google and Microsoft advertising account managers.
- o Apply A/B testing methodologies to different campaign types to identify optimization opportunities with compelling ads copies, targeted keywords and bid strategies that result in improved traffic, conversions and effective CPC or CPA.
- o Communicate campaign insights on conversion and same-store visits metrics to clients by utilizing Looker Studio templates to solve problems of delivering key insights that align timely with client's business and marketing goals.

MIR Digital Solutions

Toronto, ON, Canada

• Digital Marketing Specialist (B2B)

Feb 2022 - May 2023

- o Executed a 1-month B2B customer acquisition campaign focusing on driving cloud migration awareness by leveraging SEO, website optimization, email marketing, SEM and social media that resulted in 7000 website impressions and an improved 15% conversion rate.
- o Increased online traffic and significantly improved sales lead engagement through developing converting landing pages, targeted email nurturing campaigns and trade show logistics with strategic partners of Microsoft, RedHat...
- o Collaborated with sales, product, and leadership teams in creating customer-facing materials of case studies, thought-leadership blog posts and emails, boosting qualified leads by 20% and reducing website bounce rate by 40%.
- o Developed and executed regular marketing audits, market research by using SEMRush, Google Analytics, Mailchimp, to analyze performance of various digital marketing campaigns and 50+ competitors in the same domain.

The Tech Effect

Toronto, ON, Canada

• SEO and Content Specialist (B2B & B2C)

Feb 2022 - May 2023

- o Utilized Wordpress and Yoast to improve Tech Effect's 1000-word blog which resulted in Google's top 10 search results on the first page ranking with the keyword "how to build a freelancer credibility".
- o Maintained a monthly average of 20% engagement rate and 15% increase in post reach on social media platforms (Facebook, Instagram, LinkedIn) through consistent social content planning and engagement strategies.
- o Developed, implemented SEO-friendly content strategies by utilizing keyword research, content pillars mapping, and market trends research, resulting in increased organic traffic and brand visibility for existing agency's clients.

EDUCATION

Seneca College

Toronto, ON, Canada

- Advanced Diploma, Business Administration in Marketing (BAM)

2019-2022

ADDITIONAL INFORMATION

- **Certification:** Growclass Master Growth Marketing, Google Search Ads 360, Hubspot Inbound, AI Fundamentals for Marketing
- **Technical tools:** Advertising (Google, Microsoft, Meta), Creative (Adobe Creative Suite, Canva), Analytics (Google Analytics, Looker Studio, Pivot Table), CMS (Wordpress, Sanity), Email (Mailchimp), SEO (Yoast, SEMRush)
- **Languages:** Vietnamese (native), English (advanced), French (beginner)