



PROFILE

Marketing leader with 6+ years driving growth, specializing in brand development, digital growth, and team building. Proven track record of scaling audiences, improving engagement, and leading cross-functional marketing initiatives from strategy to execution. Additional experience as a board member in a local community nonprofit, and expertise teaching in various educational contexts.

SKILL & TECHNICAL HIGHLIGHTS

Leadership

- Team Leadership
- Hiring & Mentorship
- Cross-functional Collaboration
- Agency & Freelancer Management

Core Marketing

- Brand Positioning
- Campaign Strategy
- Customer Segmentation
- Funnel Optimization

Growth & Performance

- Paid Media (Google Ads, LinkedIn)
- Email Marketing
- Social Strategy

Data & Analytics

- GA4
- Looker Studio
- KPI Development
- Performance Reporting

Tools & Platforms

- Salesforce
- Google Tag Manager
- Mailchimp / Informz
- Adobe Suite

RECENT EXPERIENCE

Marketing Brand Manager

International Society for Cell & Gene Therapy | Jan 2025 - Ongoing

Built and led a new marketing team to drive continued growth for ISCT during a challenging biopharma market. Led brand development and marketing campaigns for ISCT Scientific Annual Meetings, flagship programs with revenue over 2M per year.

- Built and led a marketing team from the ground up, driving 25% social growth, 200%+ increase in newsletter reach, and 30% website traffic growth.
- Secured nonprofit grant and set up Google Ads framework for org, with over \$120,000 annual value
- Developed annual conference marketing plans and key brand materials for start-to-finish campaigns yielding 3M+ Revenue
- Led media relations, and managed external freelancers for marketing and communications tasks
- Led key brand copywriting and visual guidance for sub-brands across organization

Marketing Manager

Bodwell High School | Nov 2021 - Nov 2024

Led a marketing team overseeing strategy, budget, and hiring across digital, brand, and content channels, supporting major growth and brand transformation initiatives. Led major brand and website overhaul, improving user experience and supporting increased traffic and engagement. Developed workflows to sustain each marketing channel.

- Led key marketing projects, including a website relaunch, domestic business to consumer (B2C) campaign, and PPC campaigns.
- Developed social media workflows, resulting in 20%+ YOY growth in key channels (Instagram, Facebook, WeChat).
- Expanded business to business (B2B) contacts from 4,000 to 7,000 and increased average newsletter reads from 22% to 35%.
- Owned website management and content strategy, supporting improved user experience and traffic growth.
- Developed and managed local and sector media relations

Director, Board (Volunteer)

Capilano Community Services Society | May 2022 - Ongoing

- Part of key strategic decisions, including annual budget allocations, policy development, and hiring of executive director
- Developed board intranet site via Sharepoint
- Member of compensation review & organizational design subcommittee

EDUCATION

Master of Arts, English Language & Literature
University of British Columbia
Sep 2017 - Dec 2019

Bachelor of Arts (Honours), Major in World Literature
Simon Fraser University
Sep 2012 - Jun 2017

SOFTWARE

Advanced - Design:

- Adobe Suite (Photoshop, InDesign, Premiere),
- Canva
- Figma
- Wireframe.io

Advanced - Web CMS:

- Adobe Experience Manager,
- WordPress
- Higher Logic
- Finalsite

Advanced - Generalist Tools:

- Microsoft Office Suite,
- Google Suite,
- Cognito Forms, Jotform,
- AirTable

Intermediate - CRM:

- Salesforce Sales Cloud

Intermediate - Web coding:

- HTML & CSS
- JavaScript

AWARDS/ACHIEVEMENTS

Digital Marketing Strategy

Honours Certificate

Canadian Marketing Association
2024

SSHRC CGS-M Scholarship

(Full funding for MA)

[SSHRC / UBC](#)

2018-2019

Institute for World Literature 2016

Program Certificate

[Harvard University](#)

2016

REFERENCES

Available upon request

EXTENDED EXPERIENCE

Coordinator, Marketing Support & Member Services

International Society for Cell & Gene Therapy

Feb 2020 - Oct 2021 (Full time permanent)

Oct 2021 - Jun 2024 (Freelance consulting)

Oversaw marketing & member communication channels, including social media (Twitter, LinkedIn), email marketing (Informz, MailChimp), and website management. Maintained freelancing support for ISCT until marketing team was fully redeveloped.

- Developed ISCT TV, a conference broadcast unique in the space
- Developed first ISCT paid ad campaigns and framework.
- Acted as webmaster, managing content and technical updates.
- Developed annual report series to showcase ISCT impact
- Created marketing materials, including graphics and copy, for two rounds of annual conference event promotion.

Graduate Teaching / Research Assistant

University of British Columbia

Sep 2017 - Jun 2019

- Led two tutorial classes, achieving 100% positive student evaluations.
- Conducted recovery, transcription, and digitization work to develop a digital content archive

Humanities Teacher

iLearn DL Secondary School

Sep 2017 - Oct 2018

- Administered and taught online and blended learning English courses for grades 8-12
- Coded automation tools to ease school workflows

Purchasing Officer

BetterChoices Enterprizes / Green Dot Dot Ltd.

Sep 2015 - Jun 2017

- Business development for small-scale import/export
- Assisted with event-based marketing work overseas, with partners in the Kamperry Group (Hong Kong)
- Evaluated and recommended products for B2B sales

VOLUNTEER EXPERIENCE

Scout Leader

Scouts Canada

Oct 2013 - April 2017

Peer Coach - Learning and Writing

Simon Fraser University - Student Learning Commons

Sep 2014 - Jun 2017

LANGUAGES

English

Native proficiency

Cantonese

Spoken proficiency

French

Professional proficiency