

Ivy Ma

✉ ivy.mengluma@gmail.com

📍 ivymamarketing.com

📍 Vancouver, BC

WORK EXPERIENCE

Marketing Director (Self-employed)

Ivy Ma Marketing

📅 Jan 2024 - Current Vancouver, BC

- Set up Little Red Book Account and Online shop for clients
- Planning Marketing Content Strategy and gained 3000 views within 2 month.
- Designing printing flyers for online and offline marketing purpose.
- Regularly managed client's Little Red Book's account to expand their offline business to online customers.

Marketing Coordinator

BitSpace Education Inc.

📅 Oct 2023 - Jan 2024 Vancouver, BC

- Built the startup brand with founders from scratch by setting up and managing marketing channels such as WordPress, Facebook, Instagram, Little Red Book and WeChat based on the integrated marketing plan.
- Converted the 1st ideal customer within 1 month by implementing the customized branding strategy for the clients' niche market to stand out among the competitors.
- Designed printing flyers for online and offline marketing purpose.

Administrative Coordinator

BL Education Consulting Inc.

📅 Mar 2020 - July 2021 Vancouver, BC

- Managed the 8 courses registration process online through WeChat from promotion, time arrangement to payment and follow-up services in the Elementary department.
- Maintained around 60% of existing customers and increased the new customers by at least 20% during pandemics by providing close communication and services between parents and teachers.
- Regularly created course poster and WeChat articles.

EDUCATION

B.B.A in Marketing Major

Simon Fraser University

📅 Jan 2015 - Aug 2018 Burnaby, BC

- Featured Courses: Marketing Research(A-), New Product Development and Design(A), Consumer Behaviour(A-), Visual Communication Design (A), Publication Design(A-)

Fraser International College

📅 Sep 2013 - Dec 2014 Burnaby, BC

STRENGTHS

Empathy

Always attentive and conscientious towards clients' need to provide thoughtful services

Detail-oriented

Always proofread my work several times over

Customer Service

Always be patient and listen carefully to customer's need

TECHNICAL SKILLS

Computer Skills

- MS Office Suite
- Basic HTML, CSS and JavaScript

Digital Design Skills

- Intermediate Level Adobe InDesign, PhotoShop, Illustrator, Canva

CERTIFICATION

Digital Marketing Foundation

Red Academy Sep, 2019

Google Analytics Fundamental

Google Oct, 2019

LANGUAGES

English

Professional Working Proficiency

Mandarin

Native Proficiency