

GORDON MA, Google Certified Digital Marketing Specialist

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PROFILE

Gordon is a dedicated professional in Digital Marketing and Web & Graphic Design for more than nine years across multiple industries, specializing in **Inbound Marketing Automation**, **Media Buying** and **Website & Graphic Design**. Gordon is also committed to life-long professional development and is currently drilling deeper in the understanding of **Ad Exchange Network**, such as DoubleClick.

QUALIFICATIONS

- Proven experience with **Inbound Marketing** workflow and **Marketing Automation** implementation
- Certified skills with Google paid **Search Ads**, **Display Ads** and **Video Ads** analysis and execution
- Proficient with website **Content Management System (CMS)** and framing operation and integration
- Practical knowledge of web **programming languages** and good understanding of **web database**
- Solid grasp and hands-on skills of **graphic creatives** and video **storyboard concepts** development

SKILLS

- Inbound marketing automation & CRM: **Pardot / Salesforce / MailChimp**
- Online paid ads operation: **Google Adwords / Google Analytics / SEMrush / Office Excel**
- Website content management system (CMS): **WordPress / Joomla**
- Programming knowledge: **HTML5 / CSS3 / JavaScript / MySQL / Sublime Text**
- Professional graphic tools: **Adobe Photoshop / Illustrator / InDesign / Acrobat**

EMPLOYMENT

Digital Marketing Specialist 2015 – Present

Excel Funds Management Inc. – Toronto, Canada

- **Project Planning & Management**
 - Planned digital marketing campaigns with budget allocation for existing product advertising and new product launch
 - Managed campaign workflow with data organization, efficiency analysis and campaign completion performance review
- **Digital Marketing Execution**
 - Executed inbound marketing plan and marketing automation workflow in Pardot with audience segmentation analysis
 - Managed media buying from vendors and hands-on execution in Google AdWords, LinkedIn, Facebook and other partners
- **Website & Graphic Design**
 - Designed microsites, landing pages, Email templates and opt-in forms in WordPress and Pardot with data synchronization
 - Integrated online components into the website, including Eventbrite, GoToWebinar, Wistia and Pardot smart forms

Senior Graphic & Web Designer 2013 – 2015

Pacific Express Travel Ltd. – Toronto, Canada

- Rebuilt company's branding guideline / Improved graphic design for all marketing collaterals / Supported sales team needs
- Improved company's website structure and organic traffic / Generated monthly digital marketing report for Marketing Manager

Senior Graphic Designer 2006 – 2010

Elsevier Ltd. - Shanghai, China

- Supervised production department as a team leader / Created client friendly presentations to demonstrate the creative concept
- Designed and laid out magazine advertisement, book cover, poster, brochure, catalogue, leaflet, conference materials and more

EDUCATION

Diploma of Digital Media Arts (Honours), Seneca College, Canada 2011 – 2012

Business Management Graduate Certificate (Honours), Seneca College, Canada 2010 – 2011

Bachelor of Graphic Design (Honours), Shanghai Normal University, China 2002 – 2006