

ASHLEY DO

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PROFESSIONAL SUMMARY

A marketing graduate specializing in digital marketing, content production, and campaign execution with hands-on experience in driving engagement, lead generation, and conversion growth. Skilled in integrating AI, translating data and brand insights into high-performing visuals and narratives for marketing campaigns using Adobe Creative Suite, CRM tools, and AI workflows.

CORE SKILLS

Social Media Management
Campaign Execution
Marketing Automation

Content Strategy
Short-form Video Production
Visual Asset Design

WORK EXPERIENCE

Freelance Digital Marketing Specialist

October 2025 – Present

- Developed brand identities and logos, translating client vision and values into cohesive visual systems that strengthened brand recognition
- Produced promotional assets, and managed media content calendars, contributing to 150% of the ticket sales target
- Led the launch and multi-platform growth strategy for a Gen Z podcast brand, generating 350K+ TikTok views and 27K+ engagements within 14 days through high-volume short-form content and A/B testing.

Email Specialist Intern | Protech

March 2025 – September 2025

- Executed automated cold email outreach campaigns using Instantly, maintaining a 100% deliverability rate and reaching over 300 new prospects
- Designed and refined brand logo and identity, increasing brand visibility

Campaign Specialist Intern | ACM

May 2024 – August 2024

- Conducted market research and trend analysis to support data-driven campaign strategies
- Designed printed and digital assets for campaigns using Adobe Creative Suite, contributing to a 7.6% conversion rate
- Managed client communication via email, ensuring smooth coordination across stakeholders and positively impacting client satisfaction and brand relationships

Media Coordinator | Leng Keng

July 2023 – March 2024

- Executed email marketing campaigns through Mautic, tracking performance and increasing lead generation by 12.8%
- Produced 5-8 short-form videos and 10-15 photos weekly using Canva and CapCut, maintaining consistent, high-quality content output
- Coordinated private, public, and corporate events, contributing to positive Google and website reviews and enhanced brand reputation

EDUCATION

Bachelor of Commerce | Marketing Management Major
Business Law Minor

September 2021 – December 2025

Ted Rogers School of Management, Toronto Metropolitan University

CERTIFICATION

Creative Design Certification | MindX Technology School
Google Digital Marketing and E-commerce | Coursera

June 2024 – March 2025
April 2025 – June 2025