

# 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.

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## CORE SKILL

Social Media Management  
Campaign Execution  
Marketing Automation

Content Strategy  
Short-form Video Production  
Visual Asset Design

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## 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 built a multi-platform growth strategy for a Gen Z podcast, driving 350K+ TikTok views and 27K+ engagements in 14 days through short-form content and performance testing

### **Marketing Specialist Intern | Protech**

March 2025 – September 2025

- Executed automated cold email outreach campaigns using Instantly, maintaining a 96% 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

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## EDUCATION

**Bachelor of Commerce | Marketing Management Major**  
**Business Law Minor**

September 2021 – December 2025

Ted Rogers School of Management, Toronto Metropolitan University

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## CERTIFICATION

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

June 2024 – March 2025  
April 2025 – June 2025