

ASHLEY DO

Toronto, ON | 6475615264 | ashley1.do@torontomu.ca | [Ashley Do LinkedIn](#) | [Ashley Portfolio](#)

PROFESSIONAL SUMMARY

Strong background in communication, teamwork, and decision making. Hands-on experiences with marketing, social media, and project management, with a good understanding of email marketing tools, and content marketing. Proficiency in Microsoft Office, CRM, Canva, CapCut, Adobe Creative Cloud through highly professional training and work experiences.

WORK EXPERIENCE

Email Specialist | Protechp

March 2025 – Present

- Advised and established cold email automation, reaching 500 new prospects
- Maintaining a clean and functional email list, ensuring 100% email account deliverability rate
- Managed social media accounts and recommended new media channels to increase coverage

Campaign Specialist | ACM

May 2024 – August 2024

May 2023 – August 2023

- Conducted market research on industry trends to inform data-driven marketing strategies
- Created meeting presentations that strengthened client relationships
- Utilized Adobe Creative software for content creation, including photo and catalog editing to support product launches, achieved higher content consistency with brand
- Optimized contents using A/B testing, conversion rate, and other analytic metrics to build customer's list, resulting in 7.6% increased customer's database

Marketing Coordinator | Leng Keng

July 2023- March 2024

- Gathered and analyzed data to help manage and optimize contents across multiple social media platforms (Meta Business, and TikTok), enhancing brand visibility and audience engagement
- Utilized email marketing for marketing campaigns and performance tracking, resulting in 12.8% increased lead generation
- Organized numerous events, including corporate gatherings and private events, leading to customer's positive feedback on Google and website
- Edited 5-8 short-form videos along with 10-15 photos using Canva and CapCut weekly for social media posts and campaigns

EDUCATION

Bachelor of Commerce | Marketing Management Major.

September 2021 – December 2025

Ted Rogers School of Management, Toronto Metropolitan University

CERTIFICATION

Creative Design Certification

June 2024 – March 1, 2025

MindX Technology School

Google Digital Marketing and E-commerce

April 2025 – Present

Coursera