

ASHLEY DO

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PROFESSIONAL SUMMARY

Strong background in creativity, communication, teamwork, and decision making. Hands-on experiences with story-driven visual design, social media, and project management, with a solid understanding of email marketing and content creation. Proficiency in Microsoft Office, CRM, Canva, CapCut, Adobe Creative Suite through highly professional training and work experiences. Leveraged AI-powered tools to enhance creativity, automated workflows, and improve marketing performance.

WORK EXPERIENCE

Freelance Designer and Digital Marketing Consultant

October 2025 – Present

- Refined brand logos and visual identities, aligning with brand vision, value, and audience perception
- Crafted compelling brand stories that drive emotional engagement and differentiation
- Utilized AI-powered tools to accelerate creative ideation, increasing efficiency and material resources

Email Specialist Intern | Protechp

March 2025 – September 2025

- Implemented automated cold email outreach campaigns, maintaining 100% deliverability rate and reaching over 300 new prospects
- Managed and recommended existed and new social media, boosting visibility among prospects
- Implemented AI-powered tools to automate content review and email marketing process, streamlining workflows and improving team efficiency

Campaign Specialist Intern | ACM

May 2024 – August 2024

- Leverage AI-powered tools to extract industry trends and actionable insights, enhancing data-driven marketing strategy development
- Utilized Adobe Creative Suite for printed media to align product's visual and story, driving engagement and boosting 7.6% conversion rate
- Developed unique product stores prior launch, highlighting key differentiators to strengthen market position

Media Coordinator | Leng Keng

July 2023 – March 2024

- Utilized email marketing campaigns and performance tracking, boosting lead generation by 12.8%
- Produced 5-8 short-form contents and 10-15 photos weekly using Canva/CapCut, ensuring a steady flow of engaging contents
- Organized private, public, and corporate events, increasing positive reviews on Google and website

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 – June 2025

Coursera