

Contact

6043687779 (Mobile)
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www.linkedin.com/in/leojtlou
(LinkedIn)
triforcecreative.com (Company)

Top Skills

Web Development
Web Design
Adobe Photoshop

Languages

English (Native or Bilingual)
Chinese (Mandarin) (Native or Bilingual)

Certifications

Certified First Aid & CPR/AED

Honors-Awards

YELL Case Competition 2016
Regional Award

Leo Lou

Web Developer | Designer | Digital Marketing Specialist
Surrey, British Columbia, Canada

Experience

Triforce Creative

Web Developer
June 2018 - Present (7 years 4 months)
Vancouver, Canada Area

I successfully contributed to the growth of real estate brands by developing custom web solutions that drove measurable results.

- Increased client web traffic by over 50% through responsive design and SEO optimization.
- Implemented A/B testing and performance tracking, leading to data-driven design enhancements.
- Managed end-to-end development processes, ensuring seamless client handoff and comprehensive training.

MTC Solutions

Junior CRM Specialist
February 2024 - May 2024 (4 months)
Surrey, British Columbia, Canada

I successfully contributed to MTC Solutions' CRM optimization efforts, enhancing our business development strategies and communication.

- Streamlined HubSpot operations, resulting in a 20% increase in process efficiency.
- Developed targeted marketing campaigns based on customer data analysis, boosting lead generation by 15%.
- Collaborated with diverse teams to align CRM strategies with the company's sustainability goals.

Vita Activate

Junior Marketing Specialist
September 2019 - March 2020 (7 months)
Burnaby, British Columbia, Canada

I successfully contributed to the growth of Vita Activate's Amazon business by enhancing client marketing strategies.

- Assisted clients in writing engaging product descriptions that improved conversion rates.
- Designed visually appealing product images that increased customer engagement by 30%.
- Developed and executed targeted ad campaigns, resulting in a 25% increase in sales for clients.

BCIT School of Business

Digital Marketing Intern

April 2018 - May 2018 (2 months)

British Columbia, Canada

I successfully created impactful digital marketing content that elevated the BCIT School of Business's outreach efforts.

- Designed brochures and web pages that improved program visibility and student inquiries by 30%.
- Developed social media graphics that boosted engagement and follower growth across platforms.
- Collaborated with marketing teams to align messaging and branding, enhancing overall campaign effectiveness.

Education

British Columbia Institute of Technology

Diploma, Digital Design and Development · (2016 - 2018)