

Ava Tan

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## Professional Summary

Digital Marketing Executive with 3+ years experience in SEO, SEM (Google Ads), social media campaigns, and analytics.

Proven results growing traffic and qualified leads; experienced with on-site work and cross-functional collaboration.

## Core Skills

- SEO, SEM (Google Ads), Facebook/Instagram Ads, Content Marketing, Email Marketing
- Google Analytics 4 (GA4), Google Tag Manager, Data Studio, A/B Testing
- Copywriting, Canva, Basic Photoshop, Microsoft Excel/PowerPoint

## Experience

Digital Marketing Executive â BrightWave Media (2022â Present)

â Planned and executed multi-channel campaigns (SEO/SEM/FB Ads) for B2C clients; +42% organic traffic in 6 months

â Managed RM120k Google Ads budget with avg. 3.7% CTR and lower CPC via keyword optimisation and A/B tests

â Set up GA4 events in Google Tag Manager; built performance dashboards; weekly reporting to stakeholders

â Coordinated on-site product shoots; collaborated with sales and design teams

Marketing Associate â SunTech Retail (2020â 2022)

â Assisted in content calendars and email sequences; nurtured leads for retail campaigns

â Performed basic design in Canva/Photoshop; prepared marketing presentations in PowerPoint

## Education

Bachelor of Marketing, University of Malaya (2019)

## Certifications

Google Ads Search Certification | Google Analytics Certification

## Keywords for ATS

SEO; SEM; Google Ads; GA4; Google Tag Manager; Facebook Ads; Instagram Ads; Content Marketing; Email Marketing;

Data Studio; A/B Testing; Copywriting; Canva; Excel; PowerPoint; On-site