Aaron Ma

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EDUCATION

University of British Columbia   **Vancouver, BC**
BA in Psychology, Minor in Commerce with *Distinction (GPA: 3.5)*   *Graduation Date: May 2022*

WORK EXPERIENCE

UBC Institute for Resources, Environment and Sustainability   **Vancouver, BC**
Communications and Administrative Assistant   *January 2022 – September 2022*
- Created promotional graphics & copy for digital marketing campaigns with Illustrator, Canva, and Hootsuite
- Executed email marketing bi-weekly newsletter on cyberimpact with 10.71% CTR and 52.4% Opening Rate
- Managed IRES Wordpress site: administrative updates, publication promotion, event/seminar marketing
- Re-implemented 'People' hierarchy with HTML/CSS to write maintainable code and replace deprecated software

YF Life Insurance International Limited (formerly MassMutual)   **Hong Kong SAR**
Underwriting Data Testing Intern   *July 2019 – September 2019*
- Led testing for new English interface on beta underwriting mobile app with debugging & troubleshooting projects
- Prepared test data with Excel and conducted testing multiple test cycles on various IOS form factor
- Produced summary reports with debugging efforts, processes and potential solutions

LEADERSHIP EXPERIENCE

UBC Arts Undergraduate Society   **Vancouver, BC**
Marketing Coordinator   *June 2021 – May 2022*
- Led Instagram, TikTok, Facebook advertising & content creation with +36.7% Instagram followers in 11 months
- Executed 5 week 'Arts Student Centre' campaign with +5% in Instagram following & 110,725 impressions
- Conducted 3 week 'KickstART' campaign with +11% in Instagram following & 104,293 impressions

UBC Arts Undergraduate Society   **Vancouver, BC**
Webmaster   *June 2021 – May 2022*
- Managed AUS Wordpress site with digital marketing campaigns of events and university wide election processes
- Executed portfolio deliverables with 13 additional content pages in Elementor and Wordpress with HTML/CSS

PROJECTS

Cyclistic Bike Share Marketing Data Analysis
- Analyzed customer membership status (casual, member) with bike share usage across varied time measures
- Utilized Excel for data manipulation and processing steps over 12 months of data
- Used R for data cleaning, aggregation, and visualization to identify differences in member status bike share usage

Disney+ Content Rating Market Analysis
- Used Python to analyze Disney+ content (movies, tv shows) ratings in database using filters and data definitions
- Utilized loops and function definitions to calculate average number of content per rating category (ie. G/TV-G)
- Executed matplotlib pyplot to visualize average number of content per rating category in bar-graph format

Peko Produce SEO Strategy Creation
- Conducted 'Peko Produce' target persona research, and competitive keyword analysis with Moz & Semrush
- Executed a SEO Internal Audit with on/off-page and technical analysis on Excel & ScreamingFrog SEO Spider
- Prepared report with new on/off-page suggestions, an optimized keyword map, and new content page propositions

WarnerMedia Merger Case Study
- Investigated WarnerMedia merger to evaluate market share acquisition with comparisons to Netflix & Disney+
- Conducted industry research with Porter's 5 Forces and competitive advantage analysis with Triple-A framework
- Analyzed value creation/capture strategies, product differentiation, and entry/exit deterrence

Starbucks Marketing Strategy Case Study
- Performed domestic & international competitor analysis and 4P situation analysis
- Prepared report with CDSTEP & SWOT framework evaluating current marketing strategy and recommendations

SKILLS & CERTIFICATIONS

Skills: Microsoft Office | Adobe CC | Canva | Elementor | Wordpress | Google Analytics | Moz | Hootsuite
Programming Languages: HTML5 | CSS | Python | SQL | R
Certifications: Responsive Web Design – *freeCodeCamp* | Search Engine Optimization – *UC Davis (Coursera)* |
Google Digital Marketing & E-commerce, Google Data Analytics – *Google Career Certificates*