

Aaron Ma

Vancouver, BC | [LinkedIn](#) | (647) 336-9078 | aaronardenma@gmail.com | [Github](#) | [Personal Portfolio](#)

EDUCATION

University of British Columbia

BA in Psychology, Minor in Commerce with Distinction (GPA: 3.5)

Vancouver, BC

Graduation Date: May 2022

WORK EXPERIENCE

UBC Institute for Resources, Environment and Sustainability

Communications and Administrative Assistant

Vancouver, BC

January 2022 – Present

- 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 – August 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

Marketing Coordinator

Vancouver, BC

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

Webmaster

- 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 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, 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*