

Aaron Ma

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EDUCATION

University of British Columbia

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

Vancouver, BC

Graduation Date: May 2022

WORK EXPERIENCE

Institute for Resources, Environment and Sustainability

Communications and Administrative Assistant

Vancouver, BC

January 2022 – Present

- Created promotional graphics & copy for social media with Illustrator, Photoshop, Canva, and Hootsuite
- Designed 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
- Organized communications for weekly hybrid seminar series with liaisons between external and internal speakers

YF Life Insurance International Limited

Underwriting Temporary Clerk

Hong Kong SAR

July 2019 – August 2019

- Led testing for new English interface on beta underwriting mobile app
- Executed mobile app 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 social media promotions, advertising and content creation with +36.7% Instagram followers in 11 months
 - Executed Arts Student Centre marketing campaign with +33% in Instagram organic reach in 3 months
 - Conducted 'KickstART' marketing campaign with +200% in Instagram account reach in 2 months
 - Coordinated communication between 7 portfolios through Airtable to assess timelines and marketing deliverables
- Webmaster
- Managed AUS Wordpress website with day to day updates and event promotion
 - Created 13 content pages in Elementor in collaboration with 7 portfolios with HTML5 & CSS
 - Liaised between web development management and AUS communications

PROJECTS

Disney+ Content Rating Market Trend 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

SEO Strategy Creation for Peko Produce

- Conducted startup 'Peko Produce' target persona research, and competitive keyword analysis with Moz
- 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 Strategic 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 Case Study

- Performed national & 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

Coding Languages: HTML5 | CSS | Python

Certifications: Responsive Web Design – *freeCodeCamp* | Search Engine Optimization – *UC Davis (Coursera)* | Google Digital Marketing & E-commerce – *Google Career Certificates*