

Chun-Ngai Mo

69 Buchanan Drive
Unionville, On, L3R4C4

(647) 289-8789

chunngaimo@gmail.com

EXPERIENCE

ESPRESSO 21, Markham, ON

Marketing Manager, March 2020 - Present

- Develop marketing and promotional strategy and materials, including brand management, advertising, and web and sales collateral.
- Ensuring marketing programs align with public relations and other communication activities.
- Assisting in the preparation of long-term and short-term marketing plans, pricing policies, and budgets.
- Supervising a team of marketing coordinators and assistants.
- Generate custom reports summarizing business, financial, or economic data for review by executives, managers, clients, and other stakeholders.
- Plan and direct staffing, training, and performance evaluations to develop and control sales and service programs.
- Identify, develop, and evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.
- Respond to requests for information from the media, designate an appropriate spokesperson and information source.
- Study the objectives, promotional policies, and needs of organizations to develop public relations strategies that will influence public opinion or promote ideas, products, or services.

EDUCATION

University of Toronto

Toronto, ON

Full Stack Web Developer - Bootcamp

(Expected graduation Sep 2021)

SKILLS

- Bootstrap
- SQL
- MongoDB
- Git
- JavaScript
- Node.js
- HTML
- CSS
- React
- MySQL
- JQuery
- State

CERTIFICATIONS

- Full Stack Web Developer

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