

ERICA LEONG

403-863-5777 | ericarose.leong@gmail.com
#215, 535 8th Ave SE, T2G 5S9, Calgary AB

ericaleong.github.io/portfolio-website

GitHub.com/ericaleong

linkedin.com/in/ericarleong

SKILLS

Web Development

HTML, CSS, Sass, JavaScript, NodeJS,
Github, WordPress, Docker,
Contentful, React

Creative

Adobe Illustrator, Adobe Photoshop

Marketing

Google Ads, Google Analytics, Social
Media Paid Advertising

EDUCATION

Web Development Certificate

SAIT | 2020

Marketing Diploma

SAIT | 2010 - 2012

THE FUN STUFF

- Also a Yoga Instructor
- Dog mom
- Crazy plant lady (allergic to cats)
- Favourite band: The Drums
- Parallel parking pro
- Countries visited: 18
- Tea connoisseur
- Not so guilty pleasure: Doug the Pug
- Lover of dad jokes
- Favourite place to shred: Revelstoke

PROFILE

A driven, aspiring web developer with over 6 years of experience in digital marketing and social media. Recognized skills in digital marketing, paid advertisement, project management, and customer service. Willing to take on new challenges, continue learning, and be part of a fast-paced and ever-changing career.

WORK

Social Media Manager

Borderland Food Co. | 2020 - Present

- Assist with creating social media content for Borderland's main account and pet account
- Schedule and handle social media content on Facebook and Instagram
- Take photos of product

Social Media & Store Assistant Manager

Lolë 17th | 2017 - Present

- Create content, post, and handle the store's Facebook and Instagram accounts
- Manage the Lolë Wellness Ambassadors' community classes, including creating posters
- Assist with creating staff schedule, and prepare payroll

Digital Marketing Manager

Inspired Yoga Institute | 2018

- Create posters and digital images to promote teacher trainings and workshops
- Handle Facebook and Instagram accounts, and paid digital social advertising
- Assist with web updates through WordPress

Administrative Assistant

Primaris Management | 2015 - 2016

- Collect monthly tenant rent cheques and prepare for bank deposits
- Proofread tenant leases and keep them up-to-date
- Organize and keep records of tenant sales and insurance

Digital Marketing Manager

FLIPP Advertising Inc. | 2013 - 2015

- Create and schedule social media content for clients
- Create digital marketing budget calendars and invoices
- Manage and analyze Google Ads and Google Analytics for clients