

# STEPHEN HUANG

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## CONTACT

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## EDUCATION

Bachelor of Communications –  
Specialization: Digital  
Communication & Empirical  
Communication Research Methods

2014 - 2019

**Simon Fraser University**

Key courses: Advertising Analysis,  
Advertising Research Methods

## GITHUB

<https://github.com/huangs96>

## Key Competencies

- Motivated Web Developer with knowledge in many industry-popular languages
- Strong in developing databases, creating user interfaces, writing and testing codes, troubleshooting simple and complex bugs, and implementing new features based on user feedback
- Team player – thrives in achieving goals working together with a team

## Work Experience

### Bluemyth Technologies, Burnaby B.C. – Marketing Manager

*May 2021 – Present*

- Implemented Google Analytics, Google Ads, and Google Tag Manager to the website, increasing website visits by 349% along with SEO efforts
- Created social media accounts and strategized social media campaigns gaining 379 followers on Instagram and 105 followers on LinkedIn
- Worked closely with the sales team, tech team, and design team to optimize pitch decks, physical marketing materials, and visual documents using data insights
- Strategized and presented effective marketing campaigns based on data insights to CEO and COO, which contributed towards 81% of total BlueBox Smart Locker sales
- Responsible for all copywriting and proofreading - marketing and non-marketing related
- Initiated competitor research to improve pricing plans and customizability of BlueBox Smart Lockers

### Medical Spa Club, Richmond B.C. – Marketing Specialist

*Mar 2020 – May 2021*

- Analyzed market data from the website, Google Ads, and Mailchimp to create recommendations for improving marketing efforts
- Monitored key performance indicators on WordPress and optimized Google Ads increasing user acquisition on the website by 32%
- Introduced E-Commerce generating \$13,000 in revenue one month after launch
- Managed social media campaigns and increased social media acquisition by 12%
- Improved organic search by 16% through SEO efforts since March 2020
- Improved email marketing open rate by 7% and click rate by 4% in 30 email campaigns through segmentation and email automation

### TD Canada Trust, Richmond B.C. – Personal Banking Associate

*May 2017 – April 2019*

- Consulted business and personal customers on their financial goals from investing and home purchasing to opening everyday banking products
- Met sales quota every quarter pacing over 100% by working cohesively with the team through coordination, clear communication, and teamwork
- Advised a predominant portion of the branch's immigrant clientele through understanding their needs and thorough communication

## Technical Skills

### Language:

- JavaScript
- HTML
- CSS
- JavaScript React
- Ruby
- SQL

### Design:

- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- Final Cut Pro
- Figma

### Frameworks & Libraries:

- NodeJS
- Ajax
- Express
- JQuery
- SASS
- Rails

References Available Upon Request

