



JACKIE HO

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PROFESSIONAL SUMMARY

- Senior designer with 8+ years of user experience design, digital marketing and web development experience.
- Currently specializing in building high performance websites, video marketing & 3D interactive experiences with Spline.
- Successfully delivered over 100+ marketing campaigns and projects including web graphics, print, signage, email & video.

PROFESSIONAL EXPERIENCE

Fraserway RV, Abbotsford, BC

One of Canada's largest RV dealer groups with 15 retail dealership locations, B2B wholesale parts, RV manufacturing and RV rentals.

Digital Marketing Specialist

2022 - 2023

- Product owner of the Salesforce Commerce Cloud website, prioritizing new features, reporting bugs, writing user stories and feature requirements.
- Empowered the team with actionable insights by consolidating data points and producing live-data reports using Looker Studios and Google Tag Manager for senior leadership and stakeholders.
- Served as co-lead for the Digital Experience Committee, facilitating centralized digital discussions, contributing expertise in ux design, digital marketing, and web development.
- Delivered a ux audit project, resulting in a successful completion under budget and providing actionable insights prioritized by effort and importance.

Digital Product Designer

2018 - 2022

- Manage external agencies & vendors to support digital marketing strategies and maintain ad budget.
- Developed a lottery application for Open House, which reduced in-house verification time for customers by 3 minutes.
- Successfully launched a Salesforce Commerce Cloud site, which increase lighthouse web performance metrics by 20%.
- Leading the new re-brand & re-platform of Four Season RV Rentals website, which led to 200% increase in productivity, 10% increase in users and bookings.
- Produced an RV rental YouTube series that has gained over 100,000 views, which contributed to increased bookings.

Web & Graphic Designer

2016 - 2017

- Eliminated 3-week long agency delays and enabled timely outbound communications by creating the first internally managed event website for MTD promotions, the RV Show & Events division.
- Reduced phone inquiries by 80% by developing the first online catalogue for our B2B wholesale division. The catalogue system has processed more than \$2,500,000 in revenue to date and setting up the foundation for e-commerce.

EDUCATION

Product Management Certificate

BrainStation

2024

Applied Software Development Certificate

British Columbia Institute of Technology (BCIT), School of Computing & Academic Studies

IN PROGRESS

Bachelor of Arts, Design & Media Arts

Simon Fraser University, School of Interactive Arts & Technology

2012