

Edison T. Tsang

Digital Marketing Specialist
& Visual Designer



Profile

Hello! My name is Edison Tsang, I am a Digital Marketing Specialist with a strong foundation in Graphic Design.

With more than 7 years of experience in the marketing field, I bring a unique blend of creative design skills and strategic marketing expertise to drive impactful campaigns and deliver outstanding results.



Professional Skill

Adobe Suite: SEO
Photoshop Front end website develop
Illustrator Social content strategy
InDesign Branding
Multilingual

Certificates:
Google Ads
Facebook Blueprint



Education

Oct 2017 **University of California, Irvine**
Digital Marketing & Communications

Dec 2014 **California State University, Los Angeles**
Bachelor of Arts
Graphic Design &
Visual Communication



Contact Me

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Work Experience

Oct 2020 - Present **Marketing Manager at Test Rite Product Corp.**
(Ontario, CA)

- Plans and executes all web, SEO/SEM, database marketing, email, social media, and paid advertising campaigns for 6 direct to customer brands.
- Manage overall operations on Amazon, Walmart, Shopify & provide weekly e-commerce reporting.
- Working with product management team, sales, graphics, and other relevant departments to provide updated content for assigned accounts to be shared across e-commerce platforms.

Jan 2018 - Present **Founder of Spiral Notion Interactive Inc.**
(Glendora, CA)

- Dynamic role as the founder of Spiral Notion. I lead client engagement and satisfaction by delivering tailored digital marketing solutions that meet and exceed their specific needs and goals.

- Consistently achieved an impressive average ROAS of 5.3x across multiple e-commerce client campaigns.

- Leveraging a deep understanding of SEO best practices, I've executed strategies that propel client websites to higher search engine rankings.

April 2016 - Sept 2020 **Marketing Designer at**
CMPG - Cal Marketing and Promotional Group
(Alhambra, CA)

- Assist event planning, including working with vendors for on-site collateral.
- Calculated best practices to obtain the maximum return on investment through clicks, opens, and overall customer engagement.
- Help bring new ideas for design and content creation to the team.
- Planning SEO, social media and display advertising campaigns by measuring the growth and KPI.

Jan 2015 - March 2016 **Visual and Graphic Designer at 8sian Media**
(Arcadia, CA)

- Develops and create HTML and CSS-friendly designs.
- Develop graphics for company illustrations, logos, and websites.
- Possess a high level of social media engagement experience.