

ADRIANNE JANINE ABOY

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QUALIFICATIONS

- Over 7 years of work experience in a marketing, project management, sales and events role
- Proven track record in developing and executing strategic, integrated marketing plans with expertise in content marketing, social media, project management, brand management, and event coordination across both startup and corporate settings
- Skilled in productivity, marketing, and analytics platforms such as MS Office, Google Workspace, SEMrush, HubSpot, WordPress, Amplemarket, JIRA, Wrike, Notion, Monday.com, and Trello

EXPERIENCE

Payarc | Marketing Manager | 10/2022 - 04/2025 | Toronto

- Integrated Content Marketing - Led full-funnel strategy across web, SEO, email, organic and paid social media, and landing pages, including a full website migration. Created and scaled content using AI tools (ChatGPT, Jasper) and supported outbound campaigns via HubSpot and Amplemarket - contributing to the conversion of one of the company's largest clients. Efforts drove a 379% increase in engagement and 835% follower growth.
- Brand & Public Relations - Developed and launched a cohesive brand kit and executed strategic PR initiatives - including press releases, media outreach, and pitch decks - that consistently achieved monthly media reach of ~950,000. Grew secured speaking and podcast opportunities from 1 to 5 year-over-year, landing placements in top industry events and platforms.
- Project and Budget Management - Handled concurrent 40+ projects and events in various stages. Created detailed forecasts and managed \$850,000+ USD budget allocating to event, collateral and merchandise expenditures. Offered a project manager role in recognition of organizational skills, but chose to remain focused on marketing.
- Event Management - Led end-to-end planning and execution of 20+ tradeshow, 2 client-exclusive events, and 2 internal events - covering everything from concept development and logistics to contract negotiation, budget planning, vendor coordination, PR, and post-event analysis. Collaborated closely with sales to ensure events generated high-quality leads and strategic partnerships, strengthening the sales pipeline and brand presence.
- Sales Enablement - Oversaw the creation of webpages, lead-gen landing pages, and a range of business enablement materials including brochures, tutorials, and event collateral. Worked closely with internal and external partners to ensure content quality, consistency, and strategic alignment. Introduced QR codes to streamline access to information and reduce costs. Received an internal award for impactful contributions to the enablement team.
- Product Management & Marketing - Partnered with product and sales teams to lead the go-to-market strategy for Curv and ISV efforts. Conducted market research and competitive analysis to refine positioning, developed sales enablement assets (pitch decks, one-pagers, tutorials), and launched integrated campaigns across web, email, and social channels. Efforts accelerated adoption within the first quarter, generating a 25% increase in qualified leads, and equipping the sales team with tools that improved close rates by 15%.

EF Educational Tours | Marketing Communications Lead | 03/2021 - 07/2022 | Toronto

- Led integrated marketing campaigns across paid, owned, earned, and shared channels - including email, blog, social, influencer, PR, contests, and print media - driving brand awareness, engagement, and lead generation. Delivered 30+ lifecycle and campaign emails (including COVID reassurance messaging) and launched 5 public and secure websites in partnership with cross-functional teams.

- Owned social strategy, content planning, and ambassador and loyalty initiatives - resulting in a 32% follower increase, 40% rise in engagement, and over 200 leads moved down the funnel. Elevated TrustPilot score from 2.6 to 4.8 in just four months through targeted customer experience efforts.
- Collaborated with marketing, product, and loyalty stakeholders to ensure consistent messaging and campaign alignment. Recognized as a Core Value Award nominee for "Passion" and "Quality" for impactful contributions within the first year.

Wholefoods Asia Limited | Marketing Manager | 03/2018 - 06/2019 | Hong Kong

- Directed a team of four in developing and executing integrated business development and marketing strategies to drive both new and repeat business. Oversaw day-to-day marketing operations, campaign execution, and alignment of digital presence with business goals.
- Developed and launched paid and organic social media campaigns across Facebook, Instagram, and LinkedIn - creating blog and newsletter content that grew social following by 50% and increased sales by 26%.
- Built and nurtured a brand community of 200+ active members, driving a 40% increase in repeat purchases through targeted engagement and exclusive events. Managed PR, influencer partnerships, and led offline and online campaigns focused on the expat and Southeast Asian markets in Hong Kong. Worked closely with the CEO, CIO, and Retail Manager on strategic initiatives.

Nexus Media Asia | Sales Manager | 08/2017 - 02/2018 | Hong Kong

- Identified leads, formulated strategic partnerships, and worked with companies across Asia ensuring said brands achieve the best possible exposure and representation. Maintained and enhanced current relationship with partnered companies. Formed 8 successful partnerships in 6 months generating profit for the company

EDUCATION

Humber College – Post Graduate Certificate: Global Business Management. Honours

- Completed a post-graduate program in Global Business Management with honours.

De La Salle University-Manila – Bachelor's in Marketing Management. Dean's List

- Completed the Marketing Management program with two Dean's List awards: (No grade lower than 3.0 in any of the classes taken, and acquired a GPA of 3.5 out of 4.0)

SELECTED WORK & VOLUNTEER EXPERIENCE

- Mentor/Facilitator - Acted as a 'Soul Sister' in the Inspired by Her Conference Toronto by The BeaYOUtiful foundation. Volunteers throughout the program consistently throughout the year.
- Marketing Volunteer - Australian Association of Hong Kong - Managed and created social media plan, email and marketing calendar for the organization for 1.5 years.
- Speaker: Learn-Talk-Do - Australian Association of Hong Kong - Delivered sessions on social media and photography.
- Speaker/Facilitator: Dove: I am Beautiful Campaign - Wishcraft x Spark Philippines - Delivered volunteer sessions and seminars on confidence and women empowerment to children