

ADRIANNE JANINE ABOY

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- Over 6 years work experience in a marketing, project management, sales and events role
- Demonstrated ability in the development and execution of strategic and marketing plans, content and brand management and events coordination in both start-up and corporate environments.
- Proficient in SEMRush, Gsuite, Hubspot, Basecamp, Monday.com, Wrike, JIRA, Google Analytics
- Certified in Social Media Marketing – Facebook, Twitter, Instagram, LinkedIn, Pinterest, Snapchat

EXPERIENCE

Payarc | Marketing Manager | 10/2022 - Present / Toronto

- Content Marketing – Creates and implements end-to-end content management - website migration, copy, design, and strategy for digital, spanning the content schedule, SEO friendly blogs, social media, email marketing and webpages. Social engagement up by 379% and followers up by 835%.
- Project and Budget Management – Handles 9-10 projects and events in various stages at a given time. Creates detailed forecasts and manages \$750,000+ USD budget allocating to event, collateral and merchandise expenditures. Offered a project management position but turned down due to preference.
- Public Relations – Amplifies brand through creating press releases, pitch decks for speaking opportunities, and secures exposure in events and podcasts. Consistently generates an estimated media coverage reach of 600,000 monthly. Successfully secured speaking 5 speaking opportunities for 2024.
- Sales support - Oversees the creation of webpages, lead generation landing pages and business enablement material. Collaborates with internal and external stakeholders to ensure satisfaction, effectiveness, and goal alignment. Introduced the use of QR codes to minimize cost and guarantee timely information. Received an internal award for work produced for the business enablement team.
- Event Management – Successfully organized 20+ tradeshow participations, 2 exclusive client focused events and 2 internal events. Spearheads events from start to finish – ideation, logistics, contract negotiation, public relations, marketing collateral briefing until production, vendor relations, manpower allocation, event proper problem solving, post-event analysis & lead management.

Goodfood Market | CRM Marketing Specialist | 08/2022 – 09/2022 / Toronto

- Strategized and built over 40 EN and FR BAU email campaigns and 4 A/B email tests sent to 740,000 people resulting in \$11,500 in revenue. Spearheaded the overhaul of the customer reactivation journey, and seasonal messaging aligning with business goals and industry trends to create acquisition offers and obtain heightened conversion.
- Acted as the lead and point person for a virtual event covering not only the CRM marketing strategy but also the logistics, liaising with the product and merchandising team, web channel outlets and organic social media promotion. Event garnered 68 active participants.

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

- Originally hired as the Marketing Communications Lead to drive awareness and engagement in key audiences and oversee all consumer facing pieces (email, blog, social) – telling the right story, to the right people at the right time. As the scope of work grew to paid, owned, earned, and shared media, I transitioned to an Integrated Marketing Specialist role extending my reach to paid digital media, PR, influencer, contests, and print media (catalogue). Serves as a product manager for 5-7 projects at a time.

- Aligns with different stakeholders to create the seasonal and day to day social media calendar. Oversees content for all existing channels - this includes the spearheading of an ambassador program and the enhancing of the loyalty program to ensure continuous flow of content, resulting to an increase of social media followers by 2,900, an increase in engagement by 40% and the transition of over 200 leads from the lower to the upper pipeline. Improved brand reputation on TrustPilot from 2.6 to 4.8 in 4 months.

Achieve, Inc. | Marketing Intern | 12/2019 – 08/2020 | Toronto

- Created a monthly content calendar aligned with business goals, targeting areas of improvement. Created and curated content for social media posts (Facebook, Instagram, LinkedIn). Analyzed performance, benchmarks and KPIs, and suggested initiatives for growth in digital presence.

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

- Led a team of four direct reports (copywriters, designer, intern) through the development, execution, and coordination of overall business development strategy and marketing plans to generate new and repeat businesses. Controlled everyday marketing activities and alignment of digital presence.
- Developed and implemented organic and paid social media campaigns and digital marketing strategy. Created content for social platforms (Facebook, Instagram, LinkedIn), blog posts and newsletters. Increased following by 50% and sales by 26%.
- Oversaw agency and media partnerships, public relations, and external communications as we spearheaded marketing initiatives and events that reached the expat & SEA market in Hong Kong.

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

Globe Telecom, Inc. | Marketing Intern | 05/2016 – 06/2016 | Philippines

- Worked under loyalty and retention in consumer mobile marketing – postpaid. Handled the final execution of a project on paperless billing, created reports on customer sustainability and retention, and made decks for final presentation
- Made a marketing plan based on consumer research with product and marketing propositions for a competitive edge in the Philippine market; 2/4 propositions were executed in nationwide campaigns.

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