

Elena Do Ngok

DIGITAL MARKETING SPECIALIST

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Digital Marketing Specialist with 4+ years of experience in B2B advertising, SEO, social media marketing, paid media, WordPress, content creation, and email marketing. Demonstrated ability to increase brand visibility, drive customer acquisition, and achieve measurable growth across platforms - reaching 10,000+ accounts and gaining 26,000+ impressions organically on a single Instagram campaign. Proficient in Google Ads, Google Analytics, HubSpot, A/B testing, and skilled in leveraging CRM data to enhance customer engagement and retention.

PROFESSIONAL WORK EXPERIENCE

Marketing Coordinator

Jan 2024 - Present

Improve Canada, Toronto, ON

- Boosted Instagram reach by 10,025 accounts and impressions by 26,331 (+1,019%), profile visits by 3,700 (+575%), and engagements by 277 (+2,030%) organically in a single month, using Hootsuite and Google Analytics for performance tracking.
- Elevated email open rates by 15% through A/B testing, enhancing campaign effectiveness.
- Developed SEO-optimized content for website, blog, and social media boosting website traffic by 25%.
- Coordinated 400+ showroom business units to create, organize, and advertise events, resulting in the successful execution of 5 major events with an average attendance of 500 guests each within 4 months.
- Created both digital and traditional promotional materials for events and campaigns, utilizing Canva, enhancing brand awareness and consistency.
- Responsible for taking Board of Directors meeting minutes.

Business Operations Manager / Marketing Coordinator

Jan 2019 - Aug 2021

Helios' Secret Beauty Salon, Moscow, Russia

- Developed social media strategies that resulted in the acquisition of 120 new customers within two months, increasing monthly revenue by 30%.
- Managed marketing content across digital platforms, enhancing brand visibility and customer engagement by 35%, utilizing WordPress and HubSpot.
- Conducted comprehensive market research to inform targeted digital campaigns, and executed over 20 promotional events.
- Monitored and analyzed KPIs, utilizing marketing analytics tools such as Google Analytics and HubSpot, and measured campaign success, resulting in a 40% increase in website traffic and a 25% boost in lead generation.

KEY QUALIFICATIONS

Market research expertise, including ICPs development and target audiences, competitor research for business growth. Proficient in social media strategies, content calendars, and managing full-funnel campaigns. Managing in-person marketing events, exceeding sales targets, and delivering effective customer service. Expertise in developing SEO-optimized content for websites, blogs, social media, and email newsletters. Collaborative team player with initiative, strong communication, and relationship-building skills. Exceptional organizational and analytical skills, managing tasks, and making data-driven decisions.

TECHNICAL SKILLS

Advanced proficiency in Social Media platforms, Facebook Ads, WordPress, HubSpot, Hootsuite, Semrush, Moz, Adobe Illustrator, Photoshop, Canva, MailChimp, Google Ads, Google Analytics, Salesforce, E-Commerce analytics, Shopify, Omnisend, and MS Office 360.

CERTIFICATES

Semrush: SEO Toolkit Course	2022
Hubspot: HubSpot Marketing Software, Digital Advertising, Inbound Marketing	2022
Hootsuite: Social Media Certification	2022
Google: Google Ads Search	2022

EDUCATION

Post-Graduate Certificate in Public Relations York University, Toronto, Canada	2023
Post-Graduate Certificate in Digital and Content Marketing York University, Toronto, Canada	2022
Bachelor of Arts: International Business Financial University Under the Government of the Russian Federation, Moscow, Russia	2014 - 2018
International English Program Open Heart Language Academy, Miami, USA	2016
General English Course College of International Education, Oxford, England	2012

PROJECT WORK (My Portfolio) URL- www.elenado.ca

Blog Post Creation and Promotional Plan

- Optimized blog content for search engines using Google Keyword Planner and Mangools, increasing post visibility.
- Published engaging posts across platforms, tracking performance insights in Google Analytics and driving engagement.
- Executed targeted email campaigns through HubSpot, personalizing outreach to improve customer interactions.
- Developed a content calendar to streamline content delivery and ensure consistent audience engagement.

Social Media Strategy for Aritzia

- Conducted a thorough social media audit, gathering insights on competitors and benchmarking performance metrics.
- Identified strengths, weaknesses, opportunities, and threats (SWOT) to guide strategy formulation.
- Designed a target persona and created tailored content to resonate with Aritzia's audience, increasing brand loyalty.
- Allocated budget to optimize post reach and engagement, tracking results in Facebook Ads Manager