

Jerry Wu Yong On

Digital Marketing junior with experience in creating and promoting content that resonates with audiences. Experienced in using digital tools and strategies to support marketing initiatives.

EXPERIENCE

Arc'teryx, — Guest Service Representative

October 2024 – March 2025 | Vancouver, BC

Delivered exceptional omnichannel customer support via phone, email, and digital platforms at Arc'teryx

Provided personalized product recommendations, resolved inquiries efficiently, and enhanced the end-to-end customer journey

Embodied brand voice and values to foster trust, loyalty, and customer satisfaction in a fast-paced retail environment

McArthur Trading, — Digital Marketing Coordinator

June 2024 – October 2024 | Vancouver, BC

Boosted [Raglans Bistro's](#) digital presence by 200% through SEO optimization, targeted advertising, and strategic content distribution

Managed and optimized multi-channel online marketing campaigns to drive audience engagement and conversion

Created and executed content strategies across physical and digital platforms, including social media, print, and email marketing

Utilized data analytics and performance metrics to refine marketing strategies and improve ROI

Collaborated with cross-functional teams to align branding, promotions, and customer engagement initiatives

Applied customer journey mapping and audience segmentation to tailor content and improve user experience

Leveraged platforms like Google Ads, Meta Business Suite, and Canva to increase visibility and brand consistency

Marking Helper AI Solutions, — Junior Product Designer Intern

April 2024 – May 2024 | Vancouver, BC

Designed Figma wireframes and prototypes for core features

Led design research, brainstorming, and user testing workshops

Contributed to user-focused, innovative product design

Doteasy Technology Inc., — Customer Success Specialist

April 2024 – May 2024 | Vancouver, BC

Supported customer inquiries via phone, email, and live chat.

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[Portfolio](#) | [Instagram](#) | [LinkedIn](#)

SKILLS

Technical Tools:

- Microsoft Office Suite: Word, Excel, Teams, Powerpoint, Outlook
- Salesforce Sales, Jira
- Adobe Program Suites: Photoshop, Illustrator, Premiere Pro
- Figma: Wireframing, Prototyping, and Design Collaboration
- Social Media: Canva, Instagram, Youtube Studio

Professional Skills:

- Digital Communication
- Cross-Functional Collaboration
- Market & Audience Research
- Strategic Planning & Time Management
- Creative Problem-Solving
- Detail-Oriented Execution
- Adaptability in Fast-Paced Environments
- Customer-Centric Mindset
- Campaign & Project Management
- Professional Email & CRM
- Communication Calendar & Meeting Scheduling

Education

British Columbia Institute of Technology

September 2022 – May 2024

Digital Design and Development Diploma