



MICHAEL QUACH

michaelquach.ca

Brand marketer and UX designer focused on creating user-centred brand experiences. Creative, adaptable, and detail-oriented, with a strong background in digital storytelling, brand identity, and media strategy.

CONTACT



647-906-8081



michaelaaronquach@gmail.com



<https://www.linkedin.com/in/michaelaaronquach/>

SKILLS

Graphic Design
(Adobe Photoshop, Illustrator)

Microsoft Office
(Word, Excel, Powerpoint)

Video Editing
(Premiere Pro, After Effects)

Social Media Management
(Facebook, Instagram, YouTube, TikTok, Pinterest)

Salesforce

UX/UI & Website Development
(HTML, CMS, Figma, Adobe XD)

EDUCATION

BACHELOR OF DIGITAL MEDIA COMMUNICATION

2020- 2025

Wilfrid Laurier University

- Co-President of the Chinese Students Association (2023)
- 1st Place in McMaster UX/UI Designathon (2021)
- 1st Place in "Individual Marketing" for Laurier DECA (2021)

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist

May 2025 – Dec 2025

Cherrypick

- Designed, built, and optimized multi-step email marketing campaigns using Salesforce Marketing Cloud, resulting in a 24% increase in CTR and a 15% lift in overall engagement.
- Converted design files (Figma/Adobe XD) into full HTML email builds, maintaining pixel-perfect branding and accessibility standards

Brand Marketing Intern – Market Division

May 2024 – Aug 2024

Loblaw Companies Limited

- Briefed and collaborated with the Brand, Digital, and Agency teams to launch digital promotions, spearheading the Canada Day campaign that resulted in a 6% increase in open rate and a 40% boost in revenue from weekly emails
- Developed and updated various documents, including weekly reports, campaign trackers, execution decks, email competitive analysis, and design iterations for email tiles using VAS analysis

Shopper Marketing & Sales Strategy Intern

May 2023 – Aug 2023

Hershey's

- Developed and optimized documents for retail sales executives such as: seasonal volume validations, listing fees, customer profile decks, ad spend trackers, and the Cineplex partnership
- Compiled and presented a comprehensive competitive report on competitor's marketing campaigns using Semrush and Google Analytics, to fuel insights and ideas for the NBA x Reese's campaign

Marketing Strategy Intern

May 2022 – Aug 2022

Lunchbox

- Led social media strategy, using Sprout and Airtable to manage scheduling, evaluation and creation of strategies, and continuously improving engagement tactics resulting in a 7k increase in followers on LinkedIn and a +50% increase in engagement on Instagram
- Collaborated with both brand and PR teams to maximize exposure of marketing products via high visibility press including a feature article on Business Insider

Digital Marketing Intern

May 2021 – May 2022

Kraft Heinz

- Responsible for supporting social media team in building and acquiring audiences through community management, driving traffic and engagement, and increasing brand loyalty and purchase intent across the entire portfolio of Kraft Heinz products and What's Cooking brand
- Supported team in significant growth on social media accounts (+603% followers on TikTok, +46% followers on Instagram, monthly reach of 8MM profiles) in under 6 months

LEADERSHIP EXPERIENCE

UI Design Intern – Encircle Product

2022

Management Intern – CheaprEats

2021

Vice President of Marketing – UX Laurier

2021