



MICHAEL QUACH

michaelquach.ca

Digital marketer with experience developing brand, email, and integrated marketing campaigns for leading consumer brands. Thrives in fast-paced, collaborative environments, combining creativity and data-driven strategy to deliver measurable business results.

CONTACT



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SKILLS

Design & Content Creation
(Adobe Photoshop, Illustrator, Premiere Pro)

CRM
(Salesforce, HubSpot, Klaviyo, Sprout Social, Mailchimp)

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

Supporting Platforms
(Semrush, Airtable, Claude, Google Ads)

Professional
(Project Coordination, Agency Collaboration, Presentation Development)

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

Marketing Specialist

May 2025 – Feb 2026

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

- Increased brand awareness, loyalty, and buy intent within Kraft Heinz's portfolio through community management, audience expansion, and engagement efforts
- 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

ADDITIONAL EXPERIENCE

Marketing Instructor – Prism Resources (Wilfrid Laurier University)

2023

UI/UX Design Intern – Encircle

2022

Product Management Intern – CheapEats

2021