



MICHAEL QUACH

michaelquach.me

Wilfrid Laurier student and aspiring brand & digital marketer. Creative, loyal, and fast learner who loves to thrive in fast-paced team environments. Passionate about social media, branding, and UX design

CONTACT



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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)

Google Analytics

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

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION

2020 – 2024 (expected)

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

Shopper Marketing & Sales Strategy Intern

May 2022 – Aug 2022

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

UI Design Intern

Jan 2022 – Apr 2022

Encircle

- Created interface designs and components, and conducted competitive analysis for revamping the company website using Adobe software: XD, Photoshop, and Illustrator
- Supported the marketing team with designing digital and social ads, formal documents, blog posts, and other promotional material

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
- Created digital content (stories, posts, videos, reels, TikToks) for both organic and paid media
- 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

Product Marketing Manager

Jan 2021 – May 2021

CheapEats Inc.

- Conducted competitive analysis and continuous research to analyze all sources of data to optimize all digital marketing campaigns including email, social media, web analytics
- Developed email marketing strategy and flow chart process for customer email sequencing plan to improve OR, CTR, and acquisition

LEADERSHIP EXPERIENCE

Director of Marketing Design – TAP Agency (The Advertising Project)

2020

Director of Brand Communications – Startup Laurier

2020

Vice President of Education – UX Laurier

2022