



LEON TANG

SENIOR PERFORMANCE MARKETER

ABOUT

Data-driven digital marketing leader specializing in both B2B and B2C growth, with a proven track record of improving key marketing KPIs. I turn complex marketing data into clear insights that inform strategy, execution, and performance optimization. With experience across AI workflows, web development, data analysis, and paid media strategy, I bring the technical and strategic expertise needed to lead end-to-end marketing initiatives.

WORK EXPERIENCE

SENIOR PERFORMANCE MARKETER

QA Wolf | Jul 2024 - PRESENT

- +252% in MQLs, +47% Opps, +42% ARR with the same budgets
- Established TOF Demand gen & established foundations for SDR function
- Optimized Paid Media strategy to drive opps and ARR
- Created reporting + implemented tracking for marketing attribution
- Managed budgets and execution of paid ads

PERFORMANCE MARKETING AND DATA ANALYTICS MANAGER

EZRA Coaching | Aug 2022 - 2024

- Managed a team of professionals responsible to executing web, paid media and all data analytics initiatives
- Led implementation and optimization of paid media campaigns
- Reported directly to senior leadership team on marketing performance and insights
- Created data visualizations through Salesforce, Looker Studio and Power BI
- Managed agencies for SEO, G2, Paid Media efforts, Qualified, Accessibility

MANAGER, ANALYTICS

Publicis Canada | February 2021 - Aug 2022

- Led the daily operations of Web & CRM related reporting across multiple accounts
- Managed a team of Data Analysts specialized in Web, CRM & Media analytics
- Oversaw the retainer budget for the analytics team
- Built & worked on data maturity timeline for clients
- Delivered presentations through slide decks & dashboards in recurring meetings

DIGITAL SPECIALIST

CPA Ontario | June 2019 - February 2021

- Created web analytics framework on multiple platforms
- Marketing lead for new ecommerce website providing insights and feedback on UI/UX along with SEO recommendations through data analysis
- Reported campaign findings and insights to executives and senior management
- In charge of developing and executing ecommerce strategy through paid ads, email, social media and landing page creation

DIGITAL MARKETING SPECIALIST

Impark | April 2018 - May 2019

- Optimized website performance through analysis of Google Analytics data
- Leveraged Google Ads, Social Media Ads and SEO Strategies to improve ecommerce revenue and online visibility of company website
- Utilized Wordpress, HTML, CSS and Javascript to improve UI and UX of company landing pages
- Utilized ActiveCampaign to automate and monitor workflow

PROFESSIONAL SKILLS

B2B Marketing Strategy
Claude
Salesforce
Qualified
Zapier
Tableau
Google Tag Manager
Google BigQuery
SQL
SEO/AEO Optimization
Ecommerce Strategy
Google Analytics
Google Ads
Meta Ads
LinkedIn Ads
Google Data Studio
UI/UX Design
Social media strategy
HTML, CSS and Javascript
Wordpress
Adobe Photoshop and Illustrator
ChatGPT

CERTIFICATIONS

Google Tag Manager
Google Ads
Google Analytics
Microsoft Advertising
Business Analytics

PERSONAL SKILLS

Data Driven + Results Oriented
Strong Communicator

EDUCATION

Certificate in Business Analytics
Harvard Business School Online - 2020

Bachelor of Arts - Major in Economics
York University - 2016

CONTACT

Phone: 647 210-1764
Email: leon@leontang.ca
Website: www.leontang.ca



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SENIOR PERFORMANCE MARKETER

PROFESSIONAL SKILLS

B2B Marketing Strategy
Claude (chat, cowork)
Salesforce
Qualified
Zapier
Tableau
Google Tag Manager
Google BigQuery
SQL
SEO/AEO Optimization
Ecommerce Strategy
Google Analytics
Google Ads
Meta Ads
LinkedIn Ads
Google Data Studio
UI/UX Design
Social media strategy
HTML, CSS and Javascript
Wordpress
Adobe Photoshop and Illustrator
ChatGPT

CERTIFICATIONS

Google Tag Manager
Google Ads
Google Analytics
Microsoft Advertising
Business Analytics

PERSONAL SKILLS

Data Driven + Results Oriented
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EDUCATION

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WORK EXPERIENCE - CONTINUED

DIGITAL MARKETING SPECIALIST

Consulnet Computing Inc - September 2016 - March 2018

- Assisted with the management of \$1.2M annual marketing budget
- Communicated to clients on performance of campaigns through set KPIs
- Provided extensive ongoing client care, developed successful marketing campaigns and branding for clients through websites and social media
- Monitored client flow and automations through Zoho CRM