



LEON TANG

SENIOR PERFORMANCE MARKETER

PROFESSIONAL SKILLS

B2B Marketing Strategy
Ecommerce Strategy
Salesforce
Qualified
DMP Implementation
Tableau
Google Tag Manager
Google BigQuery
Google Optimize
SQL
SEO Optimization
Google Search Console
Google Analytics
Google Ads
Facebook 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

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Email: leon@leontang.ca
Website: www.leontang.ca

ABOUT

A data driven leader in Digital Marketing having specialized in B2B and B2B marketing with a proven track record of improving KPIs. I am a storyteller of digital marketing data who can find insights to inform leadership on the next suitable course of action. With knowledge in web development, data analysis, paid media and social media strategy, I understand the feasibility of initiatives and the process on how to approach them.

WORK EXPERIENCE

SENIOR PERFORMANCE MARKETER

QA Wolf | Jul 2024 - PRESENT

- Established Paid Media strategy to drive SAOs and revenue targets
- 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



LEON TANG

SENIOR PERFORMANCE MARKETER

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

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