

# Joshua P'ng

## Skills

- B2B Marketing Campaign Manager & Implementer
- Client Relations
- Database Administration
- Demand Generation
- Digital Marketing (SEO, PPC, Content Creation)
- Digital Stack Proficiency (Zapier, Google Analytics & Ads, Leandata, Marketo, Pardot, Hubspot, Salesforce, Demandbase, WordPress)
- Email Marketing
- Lead Generation
- Marketing Analyst & Reporting
- Marketing Automation
- Project Management Tools (Asana, Trello, Workfront, Basecamp)
- Web Design (CSS/HTML)
- Languages: (English - Native, French - Basic)

## Education

University of Toronto  
Bachelor of Business Administration  
Sept 2008 - Nov 2013

## Contact Me

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## Work Experience

### Zipline - SAAS Company

Marketing Systems Manager Mar 2021 - Present  
Database Manager - Marketing Tools Integration - Data Privacy Law Enforcer - Database Technical Troubleshooter - Email Program Creator - Marketing Automations Tool Teacher

### Macro - Marketing Agency

Marketing Specialist Sept 2017 - Feb 2021  
Campaign Performance Analyst - B2B (SaaS) & B2C Client Relations Management - Marketing Campaign Coordinator - Online Stack Integration & Setup - Project Team Leader - Technical Troubleshooter

### Brainrider - B2B Marketing Agency

B2B Marketing Specialist Mar 2017 - Aug 2017  
Campaign Solutions Provider - Database Quality Assurance - Email Builder and Scheduler - Marketing Platform Implementation - Marketing Project Organizer

### Trapeze Group - Industry Software

Content Marketing Specialist Jan 2016 - July 2016  
ABM Strategy Planner - Content Strategy Marketer - Email Campaign Manager - Marketing Analyst - SEO Specialist - Social Media Manager - Webinar Marketer

## Volunteer Experience

TorontoDND & Toronto D&D Adventure's League  
Tabletop Game Coordinating Volunteer May 2019 - June 2022

### DRAFT Reading Series

Email Marketer/Content Coordinator Dec 2015 - April 2022

### Hand Eye Society

Data Entry Clerk/PPC Manager Sept 2013 - Sept 2019

### Reelworld Film Festival

Digital Storytelling Zone Attendant Oct 2016

### Toronto Comic Arts Festival

AV Assistant/Event Promoter May 2015, May 2016

### Word on the Street Festival

Blog Contributor/Event Volunteer Sept 2014, 2015, 2016