

GIANG DO (YANG DOH)

Digital Marketing Specialist | Brand & Campaign Strategist

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Creative and analytical Digital Marketing Specialist with 4+ years of experience driving brand growth, executing high-impact advertising campaigns, and optimizing digital strategy using data. Proven ability to lead initiatives across search, social, and content platforms—delivering measurable business results. Adept in managing CMS and CRM tools, improving SEO visibility, and crafting targeted content to boost engagement, customer acquisition, and retention.

AREAS OF EXPERTISE

Digital Campaign Strategy	Paid Media	SEO/SEM	Blogging & Social Media
Google Analytics & Reporting	Content Creation	CMS & CRM	Brand Positioning

EXPERIENCES

MEDIA & UX DESIGNER | E-COMMERCE MANAGER

Jen&Co. Handbag, Duluth, GA

October 2021 - Present

- Lead strategic development and execution of paid advertising campaigns across Google, Bing, and Facebook Ads, increasing site traffic by 43% YoY.
- Manage content calendar and create blog and SEO-optimized articles to improve brand visibility.
- Utilize CMS (BigCommerce, Shopify) to create and maintain website content aligned with brand standards.
- Analyze campaign performance using Google Analytics, Facebook Insights, and in-platform dashboards to refine strategy.
- Collaborate with cross-functional teams on seasonal marketing plans and execute promotions that drive conversion.
- Implemented targeted email and SMS campaigns using Klaviyo, improving CTR by 27%.
- Ensure cohesive brand messaging across digital platforms and customer touchpoints.

WEB DESIGN INTERN

American Chemical Society, Washington, DC

May 2023 - August 2023

- Developed cross-platform marketing assets and improved UX through data-informed design revisions.
- Participated in analytics review meetings to optimize engagement strategies.
- Assisted in web content production and CMS entry, ensuring alignment with accessibility and branding guidelines.

FREELANCE GRAPHIC DESIGNER & MARKETING CONSULTANT

Vietnam-Japan

May 2017 - 2020

- Delivered brand development and digital campaign strategy for small businesses in hospitality and retail. Build, maintain, and optimize client websites.
- Created and managed social and blog content to increase online presence and inbound traffic.
- Reported campaign metrics and proposed strategy improvements using SEO tools & insights.

SKILLS

- **Advertising & Analytics:** Google Ads, Bing Ads, Facebook Ads Manager, Google Analytics
- **Content & CRM:** BigCommerce, Shopify, WordPress, Mailchimp, Klaviyo, HubSpot
- **Design Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro)
- **SEO/Blogging:** Yoast SEO, SEMrush (basic), Content Calendar Strategy
- **Reporting & Collaboration:** Excel, PowerPoint, Slack, Trello
- **Languages:** English, Vietnamese, Japanese

EDUCATIONS

GEORGIA STATE UNIVERSITY (GPA: 4.0)
BA in Game Design, Minor in Computer Science

GWINNETT TECHNICAL COLLEGE (GPA: 4.0)
AAS in Website Design and Development