

Cherrie (Wanying) Guo

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Profile

- Seasoned digital marketing & communications professional with a proven track record of driving business development and enhancing brand awareness in Higher Education, Tier 1 automotive manufacturers, big 4 accounting firm, and technology companies.
- 10 years+ extensive experiences in both B2B and B2C markets as well as multi-channel go-to-market campaigns. Areas of expertise include email marketing, product marketing, content management, campaign management, market intelligence research, and customer relationship management.
- Multilingual: English, Mandarin
- High proficiency in Martech and marketing automation platforms: Adobe Marketo Engage, Salesforce, SAP, social media analytical tools (SEMrush, Hootsuite), project management tools, virtual events platforms, Office 365, etc.
- Valid security clearance - August 2028.

Professional Experiences

Co-owner / Creative Director

My Furry Tale Inc. / Jun. 2023 - Present

Co-founded the company and provided strategic direction for the company's growth and development. Play a central role in crafting and creating unique, high-quality handmade products that have become the hallmark of our brand. Establish and manage a network of skilled artisans, fostering a **collaborative and creative work environment**.

- Developing an expansive product portfolio, staying attuned to industry trends and market demands.
- Spearheading the company's online presence, including the design and management of an e-commerce platform and digital marketing strategies.
- Cultivating partnerships with suppliers, distributors, and other industry stakeholders to expand the range of available materials and enhance the company's reach in the market.
- Managing all financial aspects, including budgeting, cost control, and revenue analysis to optimize profitability.

Senior Digital Marketer, Learner Engagement and Marketing

Algonquin College, Ottawa / Feb.2021 – Mar.2023

Provided the leadership, insight and experience to increase **engagement and conversion** in learner life cycle, provided strategic guidance to the college's digital marketing efforts. Lead and managed comprehensive strategic communications projects and **Marketing and Nurture Engagement campaigns** across multiple channels. Responsible for ensuring that overall college digital communications from the prospect stage through to registered and returning student supports strategic enrolment management strategies including recruitment and retention and is delivered in a consistent, effective and coordinated manner.

- Developed inbound and outbound e-marketing strategies that utilize real-time personalization, dynamic segmentation, A/B testing, and predictive content measures.
- Provided ongoing benchmarking and analysis of market and competitive landscapes, along with innovative approaches to building the college's public digital profile for current and future students, as well as other external stakeholders.
- Developed and executed digital marketing initiatives - marketing automation, customer relationship management (CRM), social media nurturing, and campaign reporting.

Senior Marketing Coordinator

KPMG Canada, Ottawa / Jan.2018 – Jun. 2020

Designed **integrated marketing strategies, plans and programs** for KPMG's practice in **Infrastructure, Government and Healthcare**. Collaborated with functions, industries, geographies and global counterparts to enhance overall operational efficiencies and developed best practices. Leveraged appropriate resources and platforms, launched over **30 digital campaigns/programs** to enhance the firm's brand and industry practice, and leadership profile in Infrastructure, Government and Healthcare segments. Managed and developed partnerships and alliances with **6 leading Canadian media, 10 industries associations, 5 universities**, etc.

- Executed an appropriate mix of marketing tactics that promoted KPMG's expertise, including flagship thought leadership publications, PR, social media and podcasts, webcasts, and key account-based programs.
- Developed content (English and French) and managed KPMG'S digital presence (webpage, social media channels, blogs, print and digital magazines, KPMG podcast, media partners, etc).
- Aggregated competitive intelligence and market research, identifying actionable insights to drive go-to- market strategy.

Marketing Specialist

DLS Technology Corporation, Ottawa / Sept. 2016 – Dec.2017

Built the company's **1st marketing and communications strategy and tactic plan**. Developed co-marketing strategic plans with key stakeholders and technology and solution partners (ex: Microsoft, Micro Focus, Citrix); managed customer relationships (became endpoint solution provider for Canadian Foreign Affairs, provincial and Federal government). Collaborated with external resources to manage the company's **digital presence** – corporate web sites, social media, e-commerce platform, external communications to enhance the company's external profile and supported **lead generation**.

- Led the development of e-commerce platforms (corporate web site, Amazon), and established standard operating procedures for customer on-boarding service.
- Generated and managed marketing content for all digital channels - product brochure, fact sheets, newsletters, client facing presentations, etc.
- Initiated corporate web development project – led and managed the development process of main corporate page and a subsidiary brand page.

Strategic Marketing Analyst

Continental, Shanghai / Aug. 2012 – Dec. 2013

Developed account-based **product marketing strategy (OEMs)** for the China market. Facilitated across functions and managed Marketing program calendar, budget and resource allocation, and enhanced overall operational efficiency. Conducted market intelligent research on competitive landscape, managed sales planning database; and provided industry insight/analysis to leadership to emerging market opportunity and trends.

- Acted as a Business Unit liaison between corporation marketing and cross-functional groups.
- Leveraged corporate marketing programs to support local business development initiatives.
- Built strategic marketing plan and customer strategy for various segmentations to support regional key account-based programs.
- Responsible for trade show management (Auto Shanghai, Auto Beijing, Frankfurt Auto), seminars and other corporate marketing events.

Market Research Analyst

Johnson Controls, Shanghai / Sept. 2009 – Jul. 2012

Supported Business Development and Strategic Planning in **market research, event production,** marketing and communications content development, and customer relationship management.

- Conducted market intelligence research on OEM'S strategy to define the key business development opportunities (seating market share in China increased to 50% with CAGR of +20%).
- Developed internal and external communications and managed content publication, including corporate newsletter, sales-ready presentations, and corporate publications.
- Managed relationships with marketing agencies and service vendors, provided key recommendations in the negotiation of service agreements.

Education

Algonquin College

Post-graduate Certificate - International Business Management 2015

Post-graduate Certificate - Event Management 2014

University of Ottawa

Baccalaureate with Honours in Commerce with an option in Finance 2004 - 2008